

O'DWYER'S **PR SERVICES** REPORT

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NEWS OF SERVICES PRSA/N.Y. NAMES TOP HONOREES.

PR Society of America/N.Y. said Ken Makovsky of Makovsky & Co., Emmanuel Tchividjian of Ruder Finn, and Jeanne Salvatore of the Insurance Information Institute will receive the chapter's top honors at its annual Big Apple gala later this month.

Makovsky, who founded his firm in 1979 and serves as president, is set to receive the John W. Hill Award, considered the chapter's most prestigious honor, for leadership in the practice of PR, ethics, and public service.

Tchividjian is RF's Chief ethics officer and senior VP. He is set to receive the Philip Dorf Award for mentoring.

Salvatore, who is senior VP for public affairs at the III, will get the group's President's Award, for contributions to the chapter which she headed in 2000.

PRSA/N.Y.'s Big Apple Awards ceremony will be May 23 at the Rainbow Room. Info: prsany.org.

