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PRSA-NY's Big Apple Awards Reaches 20th-Anniversary Milestone – Makovsky, Tchividjian, Novartis, Ruder Finn Among Night's Big Winners

More than 300 public relations and communications professionals attended last week's **20th Annual Big Apple Awards**, presented by the New York Chapter of the PRSA. The gala reception and awards ceremony is held annually to recognize excellence in public relations.

"This year is especially important, as this is our 20th year celebrating excellence in public relations through the Big Apple Awards," said **Barbara Burns**, president of PRSA-NY. "We have honored more than 1,000 outstanding programs to date. By recognizing the best work in public relations, the Awards help the Chapter bring credibility and recognition to our profession."

The prestigious **John W. Hill** award was presented to **Kenneth D. Makovsky of Makovsky + Company** for his integrity and compassion, and most importantly, his long tradition of service to his clients, profession and community.

Carmichael Lynch Spong took home the first "Best Use of Research, Measurement and Evaluation" award for "Selling the Invisible: The TRANE Clean Effects Story." **The Institute for Public Relations**, an independent nonprofit organization founded by PRSA, presented this award to recognize the science beneath the art of public relations. This campaign was distinguished by research and measurement's impact on consumer perceptions, physician recommendations, media coverage, website visits and sales.

Novartis accepted the prestigious "Best of the Best" award for its "Getting Down to Business: Novartis Raises Its Stock Among the Business and Financial Press" financial/investor relations campaign in conjunction with Ruder Finn, an honor granted to the "best" Big Apple award-winning campaign.

Individual achievement award recipients included **Emmanuel Tchividjian**, senior vice president and chief ethics officer at Ruder Finn, who received the **Philip Dorf Award** for outstanding accomplishments in mentoring PR practitioners and students; and **Jeanne Salvatore**, senior vice president for public affairs at the **Insurance Information Institute**, who received the **President's Award** for outstanding service and contributions to PRSA-NY.

Ruder Finn took home four Big Apple awards and one Honorable Mention. Other multi-award-winners included Ketchum (three Big Apples, one Honorable Mention), Fleishman-Hillard (three Big Apples, one Honorable Mention), M Booth & Associates (three Big Apples), Manning, Selvage and Lee (two Big Apples, one Honorable Mention), Stanton Crenshaw Communications (two Big Apples), Carmichael Lynch Spong (one Big Apple, one Honorable Mention), and Emanate PR (one Big Apple, one Honorable Mention).

Barri Rafferty, co-chair of this year's Big Apple Awards and president-elect of PRSA's New York Chapter, commented on the diverse programs "that truly made more noise than advertising." She said: "At the epicenter of our industry, the programs reflect our booming business. There were a record number of entries this year, symbolizing the robust times we are enjoying as public relations professionals."

Guest presenters **Michelle Charlesworth** and **Phil Lipof** from WABC-TV's "Eyewitness News" assisted in awarding the 36 Big Apple Awards and 20 honorable mentions.