



2017 BIG APPLE AWARDS

Celebrating Excellence in Communications



FOR IMMEDIATE RELEASE

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PRSA-NY Honors Al Golin, Mike Fernandez and Joan Cear as the 2017 Recipients of Top Awards for Achievement and Leadership in PR

Honorees to be celebrated during June 12th Big Apple Awards gala in New York City #BigApplePR

NEW YORK, NY | June 5, 2017 – The Public Relations Society of America-New York Chapter (PRSA-NY) has announced the 2017 recipients of its top awards for individual achievement by public relations practitioners:

- **Al Golin**, Founder of Golin, will be honored with a posthumous tribute of The John W. Hill Award for outstanding lifetime achievements in public relations;
- **Mike Fernandez**, U.S. CEO, Burson-Marsteller, will receive The Philip Dorf Award for leadership and mentorship; and
- **Joan Cear**, Senior Vice President, Kellen, will receive the President's Award for outstanding service to PRSA and PRSA-NY.



The honorees were selected following a public nomination period and deliberation by a committee of esteemed PR industry executives who presented unanimous recommendations to the chapter's leadership for confirmation and endorsement.

"PRSA-NY is pleased to honor these individuals, celebrate their professional accomplishments, and showcase their leadership, integrity and achievements," said Olga González, FGA DGA, President, PRSA-NY and CEO/Founder, Pietra PR—The Jewelry PR Agency. "We extend our congratulations on behalf of the New York metro area PR community."

The awards will be presented during the 30th Big Apple Awards presentation ceremony on Monday evening, June 12th, 2017, at the Grand Hyatt New York. Tickets and additional event details are available at www.prsany.org.

John W. Hill Award

Presented annually since 1977, the Hill Award is named for the founder of one of the world's preeminent PR firms; recipients exemplify Mr. Hill's beliefs that experience, quality, integrity and judgement are the cornerstones upon which the public relations profession has been built. The award is sponsored by Hill+Knowlton Strategies.



The 2017 John W. Hill Award will be presented posthumously to Al Golin, who passed away on April 8th at the age of 87. The founder of Chicago-based Golin is widely known for his 1957 cold-call to McDonalds founder Ray Kroc launching a client-agency relationship that continues today. Alongside his roster of corporate clients, Al's worked with the U.S. Department of Commerce to focus the attention of U.S. companies on the benefits of exporting to help our economy, increase employment, and reduce the balance of trade deficit. In the non-profit sector, Al was a founding board member of Ronald McDonald House Charities, public relations advisor to the National Multiple Sclerosis Society, and a

member of numerous boards and organizations, including the Arthur W. Page Society, the Public Relations Seminar, and the Public Relations Society of America.

Philip Dorf Award

The Philip Dorf Award honors individuals who lead, guide and selflessly counsel and stimulate the careers of PR professionals. Presented annually since its creation in 1995, the award is sponsored by the Dorf family in memory of Philip Dorf who was an inspiration and mentor to many young public relations practitioners.



The 2017 Dorf Award recipient is Mike Fernandez, U.S. CEO of Burson-Marsteller. Prior to joining the firm in its New York office, Mike served as chief communications officer for five large U.S.-based corporations across diverse industries, including financial, technology, consumer goods and services, and health care. Most recently, he led global corporate affairs at Cargill, the world's largest privately held company and one of the world's leading producers and marketers of food, agricultural, financial and industrial products and services. Early in his career, Mike served as Press Secretary to U.S. Senator Ernest "Fritz" Hollings, where at age 23 he was the youngest U.S. Senate Press Secretary ever and only the second Latino to serve in such a role. He currently serves on the boards of The Institute for Public Relations and the Arthur W. Page Society.

PRSA-NY President's Award

Established in 2003, the PRSA-NY President's Award recognizes a past or present member who demonstrates high standards of ethical conduct and who provides outstanding service to both the chapter and PRSA.



The 2017 President's Award recipient is Joan Cear, Senior Vice President at Kellen; in this role she oversees integrated communications programs and teams in the company's New York and Washington, DC offices. After launching her career in broadcast journalism, Joan has spent the past two+ decades providing communications counsel in sectors ranging from hospitality to nutrition and consumer products to utilities. A long-standing member of PRSA-NY and its Board of Directors, Joan is currently Vice President of Membership where she has a hands-on role in recruitment, volunteering, mentorship, and more. She also serves on the advisory board for the School of Communications, Media and the Arts at her alma mater; is a former president of New York Women in Communications Foundation; and is active in several other nonprofit organizations.

For more information about the awards and past recipients, please see [PRSA-NY Chapter Awards for Individuals](#).

Sponsors of the 2017 Big Apple awards presentation ceremony include Germinder & Associates and GoodNewsforPets.com (DIAMOND); Critical Mention and D S Simon Media (PLATINUM); Eff Creative and Meltwater (GOLD); GCI Health, Hunter Public Relations, MSLGroup, Padilla, and The TAGS Group (SILVER); WE Worldwide (BRONZE); Allison + Partners and Axis Capital (BENEFACTORS); Dorothy Crenshaw, William Doescher, Natan Edelsberg, Henry Feintuch, Sharon Fenster, Lea-Ann Germinder, APR, Fellow PRSA, Stacy Leistner, and Art Stevens, APR, Fellow PRSA (PRSA-NY AMBASSADORS); and Wines of Spain (IN-KIND SPONSOR).

About the Big Apple Awards

PRSA-NY established the Big Apple Awards in 1987 to celebrate excellence in public relations. Widely regarded as one of the industry's most prestigious accolades, the Big Apple Awards honor innovative and strategic PR campaigns and projects.

About PRSA-NY

The Public Relations Society of America, New York City chapter is the industry go-to organization for knowledge and networking for communications professionals in the New York metro area. Established in 1947, PRSA-NY is one of the founding chapters of the Public Relations Society of America, the world's largest professional organization for public relations practitioners, and the third largest PRSA local chapter in the U.S. It serves the interests of public relations professionals working in business and industry, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations. Chapter board and committee members are volunteer public relations professionals who work in the New York metropolitan area. For more information, please visit our website and follow us on [Facebook](#), [Twitter](#) and [LinkedIn](#).