



# 2005

**MLN**  
S P O R T S

## RALPHIE AWARDS

The 2005 edition of the Ralphie awards, saluting the Masters of Minor League Media™ will be a bit different this year. Like most award shows, we've added a meaningful category or two to honor the hard-working media relations people of minor league and independent sports.

### State of the Biz

This year has seen a marked improvement in PR again, with more teams taking both local and national coverage more seriously.

There are still far too many clubs without a media relations or public relations officer: Some 189 out of 657 active teams in four sports, or 28.8% of professional clubs have no public face, and no voice.

Some have exceptional voices, though. We honor them today.

If you want to find out more about how the "Ralphies" got their name, see the sidebar, below.

To keep the show under three hours, we've declined the Bono/Garth Brooks duet, "Masters of Minor Media," and prevented Cher from retiring here again.

Past Awards: | [2004](#) | [2003](#) | 2002 | [2001](#) |

And the winners are...



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Chris Cameron, Director of Media Relations for the Portland (ME) Sea Dogs was selected by the editors of Minor League News (MLN) as the the top dog in media relations in all four sports that MLN covers as our PR Director of the Year 2005.

Chris has been there when we ask the impossible of him, or at least ask the pretty improbable with short deadlines. He produces exceptionally well written press releases delivered in timely fashion that get his club's message out effectively.

That he has some of the most gifted Red Sox farm hands passing through his park is both a blessing and a curse.

Scrutiny of the hopefuls by the Red Sox Nation means that Pawtucket and Portland both are a bit busier than many other teams in fulfilling media requests.

Dedicated to the memory of Ralphie Onadakis, a poor fictional match boy, trademarked at birth, who had but one dream: To become a highly-paid and respected media relations director in minor league sports.

Cameron has handled events large and small, including the Eastern League All-Star game, playoff runs, and run-of-the-mill requests without a hitch.

At a recent off-season visit to Kennebunk High School, he even inspired one of our writer's kids want to become a PR director one day. How very Ralphie.

Cameron began his baseball career as an intern for the Detroit Tigers Spring Training Camp in 1998. He returned back to college to finish in 1999, graduating from

Sadly, Ralphie was cut down in his prime, stricken with

Digitalis Slothentoza, a slowing of the fingers while typing.

Unable to perform the job he loved, he wandered the streets homeless for many years, then changed his name, and became the GM of a major league sports franchise. A sad end for a lad with boundless enthusiasm and promise.

In his name MLN presents these awards annually to the men and women who sneer in the face of deadlines, who to show no fear crabby visiting broadcasters, who get us the scores, stats, and interviews that make the job of this organization just a tiny bit easier.

Chosen by the editors of MLN from amongst more than four-score of their peers, we salute the hard work of the media relations staff and broadcasters at hundreds of teams around the nation.

Southern New Hampshire University with a degree in Sport Management.

He joined the Sea Dogs full-time in 1999, serving as the Ticket Office Manager. Chris moved to his current position in 2001, just about the time that Minor League News began publishing full-tilt.

Cameron was one of the first media relations directors to embrace the idea of an independent national media outlet. Prior to MLN, there was a small website run by Minor League Baseball, a few fan sites, and precious little else. The Sea Dogs were an early adopter of the internet to get the word out.

Chris has been part of the vast improvements in the information stream coming from the team's website.

Wrapping his eighth season in baseball and seventh with the Sea Dogs organization, we think that he's the kind of PR guy that the Red Sox, or any major organization, could find a media MVP.

Cameron's one listed honor was SNHU's "Sport Management Award." He can now add the Ralphie for PR Director of the Year 2005 to his resume.

Originally from Brunswick, he now makes Portland his home town.

