

CRONIN COMMUNICATIONS, Inc.



Cronin Communications, Inc. is a public relations/marketing communications firm based in the Chicago area that specializes in promoting golf-related events, courses, products, businesses and people through free and paid media. The company develops communications strategies and executes these strategies on behalf of its clients. The firm also takes on editorial, advertising, copywriting and speechwriting as requested.

The company is headed by **Barry Cronin**, who has more than 20 years experience as an award-winning news journalist and sportswriter, corporate public relations representative, and independent media/marketing counselor.

The company's philosophy is that strong personal relationships founded on integrity and goodwill combined with creative ideas and strategies along with a commitment to flawless execution are the cornerstones of an exceptional communications program.

Cronin Communications commenced full time business operations on May 1, 1999. Clients served include the **John Deere Classic**, a PGA TOUR event based in Moline, Ill. (1999-present); the Western Golf Association, which conducts the **Western Amateur** and the **BMW Championship** (2009-2015); the **Rust-Oleum Championship**, a PGA Web.com Tour event (2016-18); the LPGA's 2009 **Solheim Cup**; the 2006 **PGA Championship** at Medinah Country Club; the 2003 **U.S. Open** at Olympia Fields CC; the 2000 **U.S. Women's Open** at the Merit Club, Libertyville, Ill.; the **Encompass Championship** at North Shore Country Club, a Champions Tour event for players 50 and older (2013-2015); **The Chicago Golf Show**, the nation's largest consumer golf show (2000-present); **Jacobson Golf Course Design**, Libertyville, Ill., an international golf course architecture firm; **Nippon Shaft**, the world's second-largest manufacturer of steel shafts; **Fourteen Golf**, a premier golf club design and manufacturing firm; **Black Sheep GC**; **Medinah CC**; **GolfTEC**, LLC, a national Denver-based golf instructional company.

Immediately prior to forming Cronin Communications, Inc., Barry Cronin worked for **Motorola**, where he handled media relations, advertising and

tournament-related marketing and promotions for the **Motorola Western Open** from 1995-99. He also was involved in public relations and communications for Motorola's cellular communications division.

From 1982-95, Cronin worked as a city news reporter and a sportswriter for the **Chicago Sun-Times**. As a sportswriter from 1988-95, he covered golf, Notre Dame football/basketball, and other Chicago-based sports teams and won investigative reporting awards and wrote a media column. He freelanced extensively for publications that included PGA Magazine, Golf Magazine, Links Magazine, North Shore Magazine, Chicagoland Golf and Chicago District Golfer Magazine. He made regular appearances on local sports television and radio programs. Prior to joining the Sports department, Cronin was an award-winning general news and investigative reporter at the Sun-Times from 1982-88, covering various governmental and business beats.

Cronin is the winner of various journalism awards, including first place for the **Associated Press Editors Award for Editorial Excellence** for a series of articles exploring the use of illegal steroids by high school athletes and a first place in the AP Editors Award for Editorial Excellence for a series that explored membership practices at Chicago area country clubs.

Cronin worked as a general assignment reporter for the **St. Petersburg Times** (now the **Tampa Bay Times**) from 1979-82. He started his career at the **City News Bureau** in Chicago in 1978.

Cronin currently is a member of the Executive Committee of the **Illinois Junior Golf Association** and has served as a Board Member of Have Dreams, an organization focused on helping autistic children and their families.

Cronin graduated from Grinnell College and received his Master's degree in English at the University of Chicago. He attended Loyola University's Rome Center, and graduated from Loyola Academy in Wilmette, Ill.

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