

Ira Cronin

Presented by The NWT Group 817.987.3600 carolynkane@NWTgroup.com

Profile

- Creative, engaging, experienced and skilled communicator with 21 years experience.
- Excellent eye for conceptualizing high quality and compelling presentations of all kinds.
- Goal-oriented individual with strong leadership abilities who thrives in a collaborative atmosphere.
- Efficient in researching and gathering information for presentation.
- Skillful in building relationships of trust and networking.
- Experienced in crisis communication situations from both inside and outside perspectives.
- Consulting experience with media relations, image and interview coaching.
- Proven ability to build relationships at the highest levels in my time covering both news and sports, including government and city officials, as well as figures in the NFL, NBA, NASCAR, PGA Tour, Collegiate Sports, High School Sports, and general people of interest.

Experience

KOAA, Colorado Springs

March 2015 - Present

Morning News Anchor

- Responsible for anchoring the morning weekday newscasts from 4:30 – 7am.
- Deliver the news in the credible, accurate, and professional manner while also working on content and direction of the show.
- Read in on the stories of the day and double that each one is factually correct and accurate for air.

NBC CHARLOTTE, Charlotte NC

April 2011 – Feb 2015

Morning News Anchor

- Responsible for anchoring the morning weekday newscasts from 4:30 – 7am.
- Deliver the news in the credible, accurate, and professional manner while also working in moments of conversation and commentary with the other members of the morning on-air team.
- Read in on the stories of the day and double that each one is factually correct and accurate for air.
- Collaborate daily with producers on the stories we tell, and how they are presented to the viewers.
- Responsible for posting to station Facebook page and tweeting during the news to interact with viewers.
- Researching out daily topics for discussion on the morning news to provide more perspective.
- Responsible for learning the daily weather and traffic situations during the show to facilitate verbal transitions between news segments, and weather and traffic updates.
- Responsible for producing daily health segment for 4pm newscast.
- Consistently responsible for meeting show deadlines and executing a daily plan in both structured environments, and in high pressure breaking news situations.
- Host community events from time to time as assigned, acting as a representative of the station in the community.

NBC CHARLOTTE, Charlotte NC

July 2001 – April 2011

Sports Anchor / Reporter / Producer

- Responsible for covering sports scene in Charlotte and surrounding communities.
- Oversee, develop, produce, and present feature stories and daily sports cast segments
- Generate story ideas and conceptualize vision for overall look of high quality product.
- Develop and maintain working relationships on all levels of the Charlotte sports scene, with athletes, coaches, front office personnel, athletic directors and various PR contacts.
- Direct and conduct interviews in the field and in studio.
- Write show scripts, and internet content including web articles and a blog, and social media.
- Consistently meet daily, weekly, and monthly project deadlines.
- Collaborate with producer and graphic artist for show elements and project graphics.
- Log live sporting events.

Freelance Photojournalist/Reporter; Salt Lake City UT

Feb. 2001 - July 2001

Self employed

- Shoot and edit video.
- Gather information for stories, conduct interviews.
- Report on stories, including live reports from scene.
- Cover sporting events and collaborate with talent on presentation.

Fox Sports Northwest Regional; Seattle WA

Nov. 2000 - Feb. 2001

Video Editor

- Responsible for editing video clips and highlights for daily sportscasts and specials.
- Collaborate with reporters and producers to support their vision stories in the editing process.
- Log sporting events and write scripts for anchors.
- Take in satellite feeds, edit them and add graphic elements under deadline for nightly broadcasts.

Seasonticket.com, Seattle WA

May 2000 - Nov. 2000

Managing Editor / Voice Talent

- Assist News Director in overseeing staff of talent, producers, video editors and production assistants.
- Revise scripts and work to ensure that all highlights were of the highest quality and factually correct.
- Voice highlights and sports updates for daily production on website.
- Other various management duties, including scheduling, and employee performance reviews

KSTU-Fox 13, SLC, UT

Apr. 1997 - Apr. 2000

Reporter / Producer / Anchor

- Responsible for covering sports scene in Salt Lake City and surrounding communities.
- Oversee, develop, produce, and present feature stories and daily sports cast segments
- Produce and Booth live 30 minute Sunday night sports show.
- Develop and maintain working relationships on all levels of the Salt Lake sports scene, with athletes, coaches, front office personnel, athletic directors and various PR contacts.
- Direct and conduct interviews in the field and in studio.
- Write show scripts, and edit video for feature stories and sports segment.
- Generate story ideas and vision for look of high quality product.
- Consistently meet daily, weekly, and monthly project deadlines.
- Collaborate with graphic artist for show graphics and project elements.
- Log live sporting events.

KSL-TV, Salt Lake City UT

Nov. 1993 - Sep. 1996

Photographer / Video Editor / Production Tech

- Videotape news and sporting events as assigned in the field and in studio.
- Exercise editorial judgment in news gathering efforts while in the field.
- Collaborate with reporters as assigned, providing video and editing to support their vision for any given story.
- Operate live truck and facilitate live shots from the field. Edit video and stories as assigned
- Consistently meet daily, weekly, and monthly deadlines.

KWCR-FM, Weber State University, Ogden UT

June 1992 - June 1994

General Manager

- Oversee all departments and aspects of student radio station including, Sales, News, Programming, Sports, Production, and Engineering.
- Ensure that station is broadcasting within the rules and regulations of the FCC.
- Manage station budget through the year and annually present revised budget to student council for approval of student fee funds granted to operate the station each year.
- Work with faculty advisor to see that the station is functioning in the best interests of the student body of Weber State University.

EDUCATION

Weber State University, Ogden UT

Bachelor of Science ~ Communications, Broadcasting Emphasis ~ Minor in Sales and Marketing, 1994

G.P.A. 3.43

ACHIEVEMENTS/HONORS

Associated Press Award Winning Best Sports Cast, NBC Charlotte

Emmy Award Winning Sports Cast, NBC Charlotte

Outstanding Graduate - Broadcast Emphasis, Weber State University

Twice awarded KWCR General Manager Scholarship, Weber State University

Crystal Crest Award – G.M. of Campus Organization of the Year, KWCR, Weber State University

Eagle Scout Award, Boy Scouts of America