



Lesley Bruinton, APR

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SUMMARY

Nationally recognized communicator with nearly 20 years of professional experience in educational public relations and broadcast journalism. Extensive experience in strategic communication, leadership, crisis communication, social media, and digital multimedia tools.

STRENGTHS

**On-camera presence ■ Informed knowledge of education governance issues ■ New media tools ■ Presentations
Public Relations consulting ■ Social media ■ Traditional media ■ Web content management ■ Writing**

EDUCATION

Bachelor of Arts, Telecommunication and Film

The University of Alabama

Member, Capstone Men & Women

December 2000

1999 - 2000

Master of Science, Strategic Communication

Troy University

December 2018

CERTIFICATION

Accreditation in Public Relations

Universal Accreditation Board

December 2013

PROFESSIONAL EXPERIENCE

Tuscaloosa City Schools (March 2011 - Present; Sept. 2007 - June 2009)

Public Relations Director

- Serve as public relations counsel to the superintendent and members of the Board of Education
- Participate as a member of the senior leadership team to set organizational strategy and execute decisions
- Develop strategic communication plans to support organizational objectives
- Oversee crisis communication management work with confidence and clarity
- Market district programs to families using multiple methods, including targeted communication and social media
- Created and maintains the state's first K-12 COVID-19 public dashboard www.tuscaloosacityschools.com/tracker

Birmingham Civil Rights Institute (Jan. 2010 - March 2011)

Head of Communications

- Implemented brand identity standards of a new logo and ensured consistency to elevate the brand
- Liaison to high-profile guests including state and nationally-elected officials and other VIPs
- Served as liaison between the organization and other entities, such as the U.S. State Department and GRAMMY Museum to highlight the Civil Rights Movement and modern-day civil and human rights work domestically and internationally

WIAT-TV CBS 42 (Jan. 2005 - Sept. 2007)

Reporter/Anchor

- Served as writer, videographer, editor, and on-camera talent for daily and breaking news and sports stories, including the arrival of head football coach Nick Saban
- Covered the Tuscaloosa community, primarily, including actions of The University of Alabama System Board of Trustees, The University of Alabama, The University of Alabama athletics program, and The University of Alabama at Birmingham
- Co-created and developed content for *Inside College Football* and other sports programming

WMBB-TV ABC 13 (Jan. 2001 - Dec. 2004)

Reporter/Anchor

- Developed strong on-camera presence for presenting news in both live and taped capacities
- Honed reporting skills needed to cover governmental bodies and gained a valuable understanding of Florida Sunshine Law
- Covered local K-12 education system, Gulf Coast Community College, and Florida State University - Panama City

AFFILIATIONS

National School Public Relations Association (NSPRA) President	2014 - present 2020-2021
Alabama School Public Relations Association (ALSPRA) Two-time Past President	2013 - present 2014 - 2015, 2015 - 2016
Southern Public Relations Federation (SPRF)	2009 - present
Tuscaloosa Tourism and Sports Chairwoman	2014 - present 2016 - 2017
ELEVATE Tuscaloosa Committee	2019 - present
Public Relations Council of Alabama and PRCA West Alabama	2009 - present

SELECTED PROFESSIONAL HONORS, AWARDS AND AFFILIATIONS

SPRF Professional Achievement Award	2020	ALSPRA Nez Calhoun Distinguished Service Award	2016
Blackboard Catalyst Award	2020	NSPRA Front Runner	2015
AASA Women in School Leadership Award	2020	SPRF Lantern	2015
NSPRA Gold Medallion	2020, 2018, 2016	PRCA Medallion	2014
PRCA Professional Achievement Award	2019	NSPRA 35 Under 35 Leadership Tuscaloosa	2013 Class of 2009

SELECTED PUBLICATIONS & PRESENTATIONS

Bruinton, L. (2020). The amazing school pr superhero. Speech presented at Corpus Christi Independent School District in Virtual Format, Corpus Christi, Texas.

Bruinton, L. (2020, February 15). A district's web and social media marketing can raise teacher hiring prospects, branding firm says. Retrieved November 25, 2020, from <http://nce.aasa.org/a-districts-web-and-social-media-marketing-can-raise-teacher-hiring-prospects-branding-firm-says/>

Bruinton, L. (2020). Keys to amplifying your district's story. Speech presented at National Conference on Education in San Diego Convention Center, San Diego, California.

Bruinton, L. (2020). Navigating the current of public opinion. AC&E Equity & Access, 44. doi: https://issuu.com/acecommunications/docs/ace-ed_0920/44

Bruinton, L. (2020, February 15). Propel students by understanding what motivates them, Chan Zuckerberg Initiative tells conferees. Retrieved November 25, 2020, from <http://nce.aasa.org/propel-students-by-understanding-what-motivates-them-chan-zuckerberg-initiative-tells-conferees/>

Bruinton, L. (2020, February 14). School leaders urged to brand the distinctive story behind their districts. Retrieved November 25, 2020, from <http://nce.aasa.org/school-leaders-urged-to-brand-the-distinctive-story-behind-their-districts/>

Bruinton, L. (2020, February 14). Superintendents point to social media's merit for engaging their school communities. Retrieved November 25, 2020, from <http://nce.aasa.org/superintendents-point-to-social-medias-merit-for-engaging-their-school-communities/>

Bruinton, L. (2017). Using research to rev up your communication efforts (and why it matters). Speech presented at National School Public Relations Association Annual Seminar, San Antonio, Texas.