



Lesley Bruinton



A savvy communications professional who thrives in a fast-paced environment.

**FOR THE BEST VIEWING EXPERIENCE OF THIS
DIGITAL PORTFOLIO, PLEASE VISIT:**

[HTTPS://LESLEYBRUINTON.JOURNOPORTFOLIO.COM/](https://lesleybruinton.journoportfolio.com/)

MEET LESLEY.

An Award-Winning Communication Professional

Lesley Bruinton inspires others through her leadership in school communications. She is an Accredited in Public Relations practitioner with nearly 20 years of professional experience. The former television journalist now serves as the public relations director for the Tuscaloosa City (Ala.) Schools—an urban district with more than 10,000 students.

Lesley is the sitting president of the National School Public Relations Association (NSPRA) and a two-time past president of the Alabama School Public Relations Association. She is a 2020 AASA Women in School Leadership Award winner and a three-time NSPRA Gold Medallion winner.

A hallmark of her work is the understanding that the strategic use of communication and creativity can assist in solving organizational challenges.

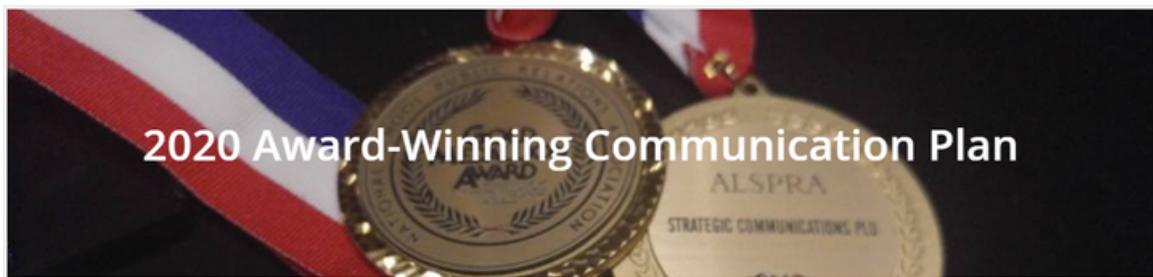


PLANNING

Strong communicators know that every great process starts with The Four-Step Process: research, planning, implementation, and evaluation. From writing solid communication plans to executing large-scale event planning, Lesley's work gets results and recognition.

Communication Plans

When the Tuscaloosa City Schools needed a COVID dashboard, Lesley sprang into action by connecting a database with Google Data Studio featuring the system's branding. The result was embedded into the website. This database was the first real-time COVID tracker among K-12 school systems in the state. View the tracker at www.tuscaloosacityschools.com/tracker



Event Plans

This pre-COVID event was held as a back-to-school kickoff event for more than 1500 employees, complete with multiple speakers, interactive multimedia presentations, live music, food, and giveaways (2019).

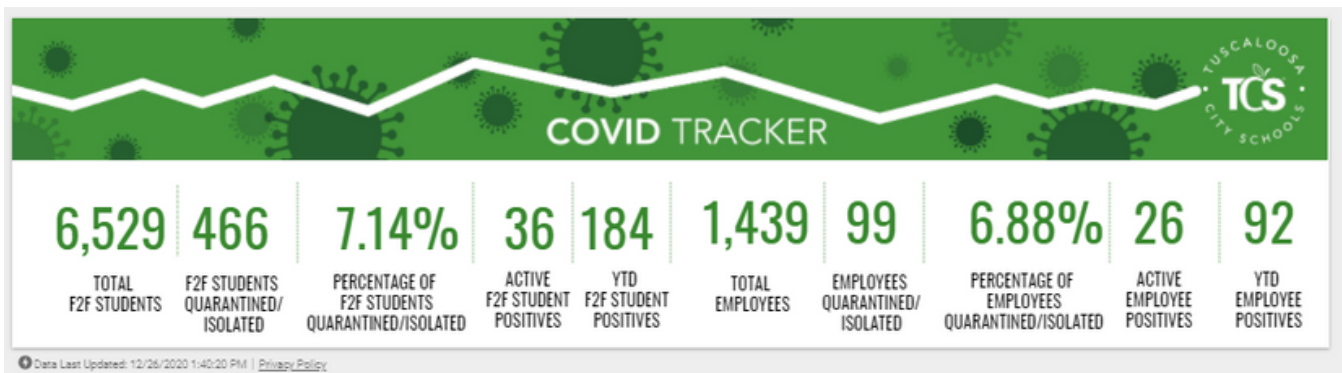


WORK SAMPLES

As an experienced communicator, Lesley mixes traditional and new media to achieve strategic goals. She consistently innovates new ways to communicate with her willingness to learn new technology for website management, graphic design, and more.

Real-Time COVID Tracker

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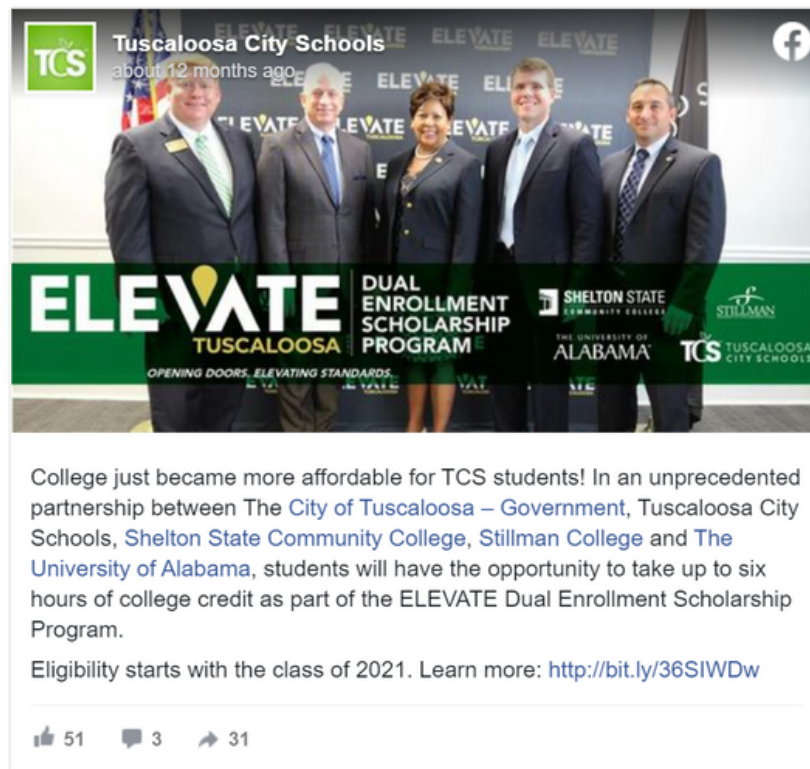
PRESENTATIONS

Lesley has a knack for illustrating speeches through the use of interactive multimedia, like Abode Spark. Click the image below to view the full presentation, using the left and right arrow keys.



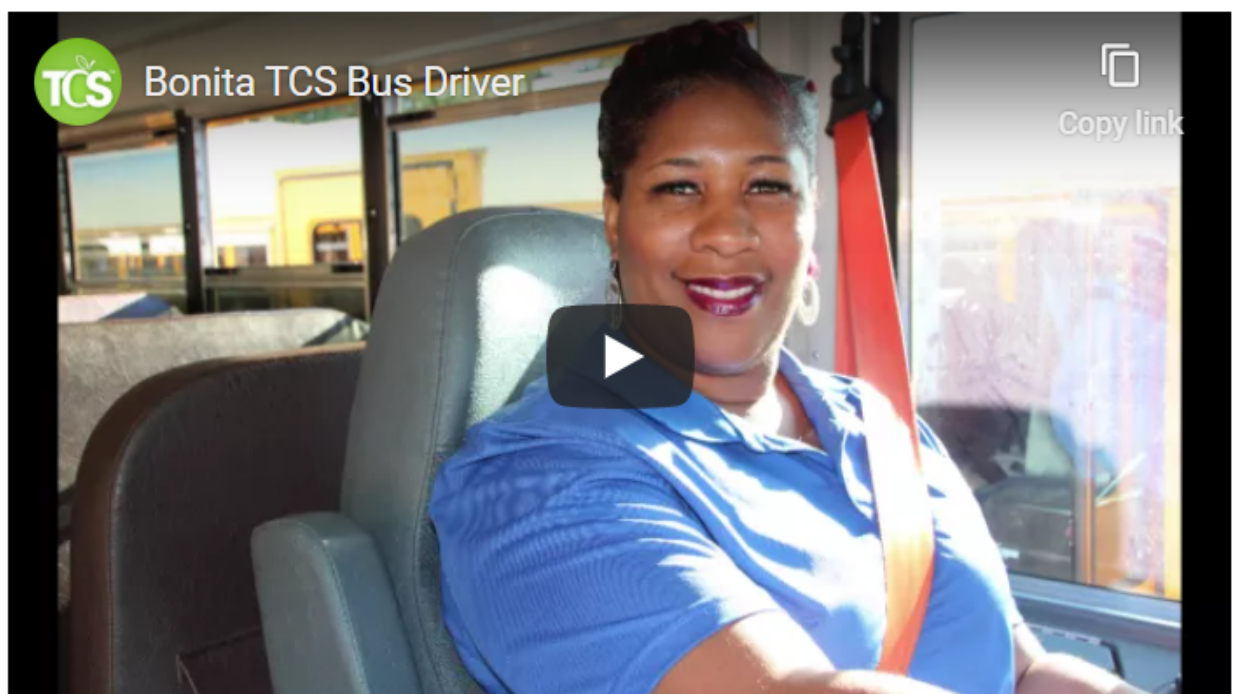
SOCIAL MEDIA

The use of compelling language and visual imagery is a hallmark of Lesley's social media strategy. Her experience with social media was borne out of crisis response following the 2011 tornado.



VIDEO STORYTELLING & EDITING

The former broadcast journalist hasn't forgotten her roots as she uses her training to incorporate video storytelling in her communication efforts. Click the image below to view the video.



WRITING SAMPLES


As a former broadcast journalist, Lesley continues to cultivate her writing chops in blogs, feature stories, press releases, and publications. A sample of the works featured below can be found at <https://lesleybruinton.journoportfolio.com/writing-samples/>

She also authors her own blog at modernretropr.wordpress.com


Propel Students by Understanding What Motivates Them, Chan Zuckerberg Initiative Tells Conferees

Every teacher has a bag of tricks to help them connect with students. But for Katrina Stevens (pictured), a former English teacher, her bag was empty. She couldn't reach two female juniors in her classroom 25 years ago. "I thought they hated me!" she said laughing, while relating the story Friday to an AASA national conference audience in San Diego. It was no wonder since other teachers didn't stick around long enough to try.

[Read More](#)



Additional Published Works



American Consortium for Equity in Education
ACE-ED.ORG


EQUITY & ACCESS PRE K-12 | THE AMERICAN CONSORTIUM FOR EQUITY IN EDUCATION • SEPTEMBER 3, 2020
AC&E/Equity & Access Online Journal August-October 2020 Issue

As the 2019-2020 school year wound down and district administrators across the nation were faced with the looming decisions abo...

AASA NCE 2021 • FEBRUARY 14, 2020

A District's Web and Social Media Marketing Can Raise Teacher Hiring Prospects, Branding Firm Says


The hiring season is around the corner for school districts seeking to find the best teachers to teach in the fall. Most school...



AASA NCE 2021 • FEBRUARY 14, 2020

Propel Students by Understanding What Motivates Them, Chan Zuckerberg Initiative Tells Conferees

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TUSCALOOSA CITY SCHOOLS WEBSITE • JANUARY 13, 2020


Mayor Announces ELEVATE Dual Enrollment Scholarship Program

Tuscaloosa City Schools' high school students will soon benefit from a major educational initiative to make college mor...

AASA NCE 2021 • FEBRUARY 13, 2020

School Leaders Urged to Brand the Distinctive Story Behind Their Districts

Negative news. Diversity, equity, and inclusion. Bond measures. Budget constraints. Chances are good most school...




modern
Retro

MODERN RETRO PR • JUNE 2, 2019

Who's Got Next?

Last week, the school PR family lost a stalwart in Gary Marx, the former long-time associate executive director for...



TUSCALOOSA CITY SCHOOLS WEBSITE • JANUARY 18, 2019

Of Lists & Labels

For the first time since 2013, Central High School has no label attached. It's a moniker CHS teachers, students and staff have bee...

PUBLIC SPEAKING

Whether it's speaking to the media, delivering speeches before live national audiences, Lesley communicates with confidence and clarity. Click the images below to view the videos.

