

PRESS RELEASE

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BCRI Names New Head of Communications

Birmingham, Alabama—The Birmingham Civil Rights Institute recently named Alabama native Lesley Bruinton as its new Head of Communications. In this position, Bruinton will serve as the Institute's liaison with the media, write and distribute news releases, and oversee all printed and electronic materials created to support the facility's ongoing programs and services.

Bruinton is a proven communications professional with almost a decade of experience as a television journalist and as a public relations practitioner--including a stint in the Birmingham television market. A graduate of the University of Alabama (Tuscaloosa) with a B.A. in Telecommunication and Film, Lesley was selected by the National School Public Relations Association (NSPRA) for an Award of Merit. Prior to her service at BCRI, she served as Public Relations Coordinator for Tuscaloosa City Schools. For more than 10 years, Lesley worked in radio and television serving in several positions including news director, news anchor and reporter. Her professional affiliations include the Public Relations Council of Alabama (West Alabama Chapter) and the Birmingham Association of Black Journalists. Bruinton is a member of Alpha Kappa Alpha Sorority, Incorporated.

Lesley begins her duties with the Institute on Monday, January 4, 2010. When asked what she thinks of her new position, she said, "I am looking forward to sharing the message of BCRI and introducing others to the foot soldiers of the Civil Rights Movement. I believe this rewarding opportunity will allow me to continue service to the community while helping others learn more about the Institute."

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MEDIA: Attached is a photo of Lesley Bruinton. For additional information, please contact Ahmad Ward at (205) 328-9696, ext. 234.