



Second District Honoree

Lisa Collins

Founder and Publisher

L.A. Focus

Lisa Collins is the founder and publisher of L.A. Focus, a monthly newspaper spotlighting news of interest to Los Angeles' African American community. A Los Angeles native, Ms. Collins is passionate about her goal of equipping Black Angelenos with information and resources to make better choices in their lives and showcasing the church as a critical component in community empowerment.

Ms. Collins also serves as a consultant to churches and faith leaders on a wide range of topics, from the media, to event promotion and civic involvement. She has also consulted with corporations looking to expand their faith outreach. L.A. Focus' Annual First Ladies High Tea honors the role women of faith play in shaping the next generation, while providing scholarships to at-risk youth and galvanizing the faith community around critical issues that are impacting it.

Prior to establishing L.A. Focus, Ms. Collins served as the gospel editor at Billboard Magazine for more than a decade. In 1993, she established "The Gospel Music Industry Round-Up," an annual publication that has received a great deal of notoriety within the gospel music community. With her extensive knowledge of gospel music, Ms. Collins also served as a Senior Editor for www.gospelmusicchannel.com.

Her background in the field of entertainment reporting is extensive, featuring cover stories and interviews with the likes of Richard Pryor, Michael Jackson and Prince, and including a stint at Black Entertainment Television (BET) as a writer and segment producer for the program, "Screen Scenes." Additionally, Ms. Collins has authored well over 300 articles on a variety of issues for a number of national publications from Essence to Black Radio Exclusive and once served as West Coast editor for Upscale Magazine.