

EDDIE FRANCIS

AWARD-WINNING MASS MEDIA VETERAN

BIOGRAPHIES FOR PRINT

LONG

Eddie Francis is an award-winning mass media veteran who shares an enriching message about the power of identity and value in energetic and humorous speaking engagements, insightful blogs, and candid broadcast appearances.

The New Orleans native made his mark in radio where he began behind the scenes with the market's top-ranked radio station, and eventually became a talk show producer and contributor. It was Eddie's work with the award-winning "Sunday Journal" on WYLD-FM that led to his earning an award from the Press Club of New Orleans for his interview with Rwandan genocide survivor Immaculée Ilibagiza.

Eddie moved on to public relations where his work proved to be pivotal. His tireless efforts as the public relations director at Southern University at New Orleans more than quadrupled the university's media exposure. Eddie's tenacity took center stage when he spearheaded the 2011 PR campaign to defeat the State of Louisiana's proposal to remove SUNO from its system. So impressive were his efforts that "The HBCU Nation Radio Show" invited him to be a contributor. Eddie now hosts the podcast "For Our Edification" after hosting "The HBCU Lifestyle Podcast" which was one of Podbean's top 10 education podcasts in 2014 through 2016.

At one point, Eddie pivoted to talent acquisition where he leveraged his mass communication experience to enter the public conversation about the importance of personal branding. He recruited in several industries and worked with nearly 300 hiring managers. He has also written for The Huffington Post, LinkedIn, Careers in Government, the H.O.P.E. Scholarship, and HBCU Connect. Eddie publishes "Lectures to Livelihood" and does a presentation of the same name for college students, and he also publishes the "Identity and Value" blog.

An active member of his fraternity Alpha Phi Alpha, Eddie also has a love for educating college fraternity and sorority members about living their organizations' values. He presents the Black Greek Success Program and produces the Greek talk series, Pledge to Serve. Because of his work, Eddie participated in College Summit's #BeAGrad Twitter chat about Greek life and Al Jazeera America's social media chat about fraternity hazing. He has also written for HBCU Lifestyle, Watch the Yard, AFLV Connections, and Greek Ladders.

Currently, the director of Communications and Marketing at Dillard University, Eddie earned his Bachelor of Arts in Mass Communication from Loyola University New Orleans and is a Master of Professional Studies candidate at Tennessee State University. He serves on the board of the Purposeful Philanthropy Foundation which is led by his wife Halima Leak Francis, Ph.D.

SHORT

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Eddie Francis is an award-winning mass media veteran and director of Communications and Marketing at Dillard University. A native of New Orleans, Eddie's diverse background has led to regular appearances on "The HBCU Nation Radio Show" on WRVS-FM and SiriusXM 142. He hosts the podcast "For Our Edification," and is the former host of "The HBCU Lifestyle Podcast" which was a Podbean top 10 education podcast 2014 through 2016. Eddie has written for the Huffington Post, LinkedIn, HBCU Lifestyle, Careers in Government, Watch the Yard, AFLV Connections, and HBCU Connect. He publishes "Lectures to Livelihood" and does a presentation of the same name for college students. Eddie also publishes the "Identity and Value" blog.

The Alpha Phi Alpha fraternity member educates college fraternity and sorority members about living their organizations' values through the Black Greek Success Program and Pledge to Serve Greek talk series. He earned his bachelor's degree from Loyola University New Orleans and is a Master of Professional Studies candidate at Tennessee State University. Eddie serves on the board of the Purposeful Philanthropy Foundation which is led by his wife Halima Leak Francis, Ph.D.