

FRANK B. EDWARDS

address

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Profile

I have a degree in journalism and 35 years' editorial experience on magazines, books and communication projects. I served for 10 years as a senior editor and writer on national magazines and, later, as publisher and editorial director of a successful publishing company that specialized in illustrated books about Canadian geography and natural history.

Later, I founded my own book packaging and editorial consulting firm, producing illustrated non-fiction titles for such clients as Queen's University, Firefly Books, and Fitzhenry & Whiteside Publishing. I also launched a two-person children's publishing company that produced 37 titles with North American sales of almost two million copies.

Most recently, I have performed communication and editorial contract work as a planner, writer, editor, and researcher for a variety of clients including Parks Canada, the Globe & Mail, the Canadian War Museum, the National Capital Commission, and the Archives of Ontario. Projects have included strategic planning, feature stories, scripts and speech writing, as well as the planning, research and development of online exhibits, brochures and display media.

Skills and specialties

Writing and research
Editorial direction, including project planning and publication
Interpretive plan development for the web
Education programming and lesson plans
Communications planning and strategizing
Marketing, promotion and sales planning
Proposal development and proposal writing
Teaching and public speaking
Photo editing and photography
Audio interviewing and digital recording
Administrative and report writing
Mentoring and team leadership

Work samples

A wide range of work samples and project descriptions are posted on my website.

www.HedgehogProductions.com

Experience

Principal Consultant, Hedgehog Productions Kingston, Ont. 1990-2009

I provide editorial, book packaging and communication services to clients who have a wide range of needs. Recent projects include:

Communication Strategy

- Parks Canada
Gatineau, 2010

Feature stories, research and writing

- Parks Canada
Gatineau, 2010

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- Chemical News magazine
Chemical Institute of Canada
Ottawa, 2010
- Globe & Mail
Toronto, 2009-2010

Online exhibits, historical publications, display panels, speeches,

- Archives of Ontario (with Word Image)
Toronto, 2006-2009

Biographical entry for Alexander Fraser, first provincial archivist

- Canadian Dictionary of Biography
University of Toronto Press,
Toronto, 2009

Biography of children's author Robert Munsch

- Fitzhenry & Whiteside Publishing
Toronto, Published 2009

Interpretive planner, researcher, script writer for student programs

- Canadian War Museum (with Word Image)
Ottawa, 2005-2009

Curriculum-based lesson plans

- Archives of Ontario (with Word Image)
Toronto (2006-2009)
- Rooney Films
Wakefield, Quebec (2009)

Author, researcher, editorial director "A House Fit for God," an illustrated history

- St. Patrick's Roman Catholic Church,
Napanee, 2006

Author, researcher, editorial director "Cultivating the Wilderness," an illustrated history

- County of Lennox & Addington,
Napanee, 2005

Interpretive Planner, Researcher, Writer

- National Capital Commission (with Word Image)
Visitor Interpretation Program: National War Memorial, 2008
School Outdoor Program: Parliament Hill, 2002

Principal, Pokeweed Press and Bungalo Books Kingston, Ont. 1986-2008

I created the company in partnership with illustrator/author John Bianchi while still working at Camden House Books. Together, John and I produced 38 children's books for children pre-school to grade eight. I authored 24 of the titles and functioned as publisher and editorial director. Our sales approached two million copies with an average sale of 50,000 copies per title.

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Publisher/editorial director, *Camden House Books* Camden East, Ont. 1985-1989

After six years working for Harrowsmith magazine and its sister publication, Equinox, I formalized the company's book publishing and sales operation in order to take advantage of synergies with the magazines' readers and editorial content. Sales rose to \$4.5 million annually during my tenure there and I oversaw the creation of almost 100 projects. My responsibilities included editorial and strategic management, including budgeting, marketing, promotion and editorial direction. We produced a variety of natural history, astronomy and geographic titles, cookbooks, gardening guides, calendars and construction books. Many of our most successful projects remain in print today.

Executive Editor, *Equinox magazine* Camden East, Ont. 1981-1985

I was one of three senior editors who collaborated on Canada's "magazine of discovery." It was designed as Canada's answer to National Geographic and quickly rose to a circulation of 100,000 subscribers. I took responsibility for editorial submissions, photo editing, editorial promotion and also worked as a feature writer and editor. The magazine won dozens of national magazine awards and was named Magazine of the Year in 1982. I was responsible for writing and editing features on the arts, the food industry, wildlife, adventure travel, technology, science, medicine and mountaineering.

Associate Editor, *Harrowsmith magazine* Camden East, Ont. 1979-1981

I joined as a features writer and editor specializing in science, technology and energy but soon assumed the additional roles of photo editor, submissions editor and editorial administrator. While there, the magazine was named Magazine of the Year and I won two national science writing awards for articles on alternative energy solutions.

Education

Carleton University — Bachelor of Journalism

Capabilities and Strengths

Along with the prerequisites of a good command of grammar and language, I bring the professional writer/editor's appreciation of firm deadlines, responsive rewrites, insightful editing, imaginative prose and an appreciation for a well-turned phrase.

I have written on a wide range of subject matter, starting out as a science and technology writer/editor and ranging through such diverse fields as natural history, geography, personality profiles, human history and computer technology. I understand how to take a client's message and build an interesting story around it.

Being independently employed since 1989, I have proven myself to be self-motivated, adaptable and innovative, readily learning new skills as required and offering my readers and my clients innovative insights and approaches to both mundane and complex subjects.

My immediate career focus is to gain experience in digital media, raising my skill set beyond the creation of basic websites and blogs to take better advantage of the web's interconnectivity and the myriad of user-friendly applications now available to enhance content.

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Outside of work, I am a keen hiker and paddler (both kayaks and canoes). I read voraciously, attend theatre, movies and music festivals frequently -- and travel across Canada whenever the chance arises.

References

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