

FRANK B. EDWARDS

address

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Profile

I have a degree in journalism and 35 years' editorial experience, ranging from publishing, writing and editing books and magazines to work as an editorial and educational consultant. I served for ten years as a senior magazine editor and writer and, later, as publisher and editorial director of one of Canada's most successful small book publishing companies, managing an editorial team that produced more than 100 projects

Later, I founded a book packaging and editorial consulting firm, producing illustrated titles for such clients as Queen's University, Firefly Books and the County of Lennox & Addington (Ontario) as well as a variety of marketing brochures and related material. I also launched a two-person children's publishing company that produced 37 titles with North American sales of almost two million copies.

As the book publishing industry has gone into decline, I have increased my work as an educational consultant, writer, editor and researcher for a variety of government agencies including the Canadian War Museum, the National Capital Commission, and the Archives of Ontario. Consulting projects have included speech writing as well as the planning, research and development of several online exhibits, student activity programs, online lesson plans, posters, slogans and administrative writing. Most recently, I have begun writing scripts for educational television shows and am working on developing a line of childrens' eBooks for Apple platforms.

In addition to my consulting work and writing, I conduct about 100 literacy and writing workshops with students and teachers each year, giving me an appreciation for the importance of solid preparation and delivery of oral material in front of a diverse audience.

Experience

Principal Consultant, Hedgehog Productions, Kingston, 1990-2010

Select consulting and special projects,

Feature Obituaries

Globe & Mail

Toronto, 2009-2010

Feature Stories and Communication Strategy

Parks Canada

Gatineau, 2010

Website Interpretive Planning and Writing

Heritage Foundation of Canada

Ottawa, 2010

Online Exhibits, Interpretive Planning, Educational Material, Speeches, Lesson Plans, Promotional Slogans, Administrative Writing

Archives of Ontario

Toronto, 2006-2009

Biographical listing of Alexander Fraser, first provincial archivist

Canadian Dictionary of Biography

University of Toronto Press,

Toronto, 2009

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Biography of Robert Munsch
Fitzhenry & Whiteside Publishing
Toronto, 2007 (for publication Winter 2009)

Script writer, Roll Play
Sinking Ship Productions
Toronto, 2006 – 2008

Interpretive Planner, Researcher, Writer for Student Orientation Programs
Canadian War Museum
Ottawa, 2005-2008

Writing and Literacy Presentations for students and teachers
Various schools and libraries
Canada, U.S., Bahrain, Qatar, 2000-2009

Publisher, author, researcher, project director "A House Fit for God," an illustrated history
St. Patrick's Roman Catholic Church,
Napanee, 2006

Publisher, author, researcher, project director "Cultivating the Wilderness," an illustrated history
County of Lennox & Addington,
Napanee, 2005

Interpretive Planner, Researcher, Writer
National Capital Commission
Visitor Interpretation Program: National War Memorial, 2008
School Outdoor Program: Parliament Hill, 2002

Principal, Pokeweed Press and Bungalo Books, Kingston, ON 1986-2009

I created the company in partnership with illustrator/author John Bianchi while still working at Camden House Books. Together, John and I produced 37 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 are approaching two million copies with an average sale of 50,000 copies per title. Best known titles include: *The Adventures of Bug and Frogger* (novel series), *Mortimer Mooner Stopped Taking a Bath*, *Snowed in at Pokeweed Public School* and *Treasure Island with Lots of Dogs*. In 2010, I have joined forces with Floating Point Communications to convert many of them to eBooks.

Publisher/editorial director, Camden House Books Camden East, ON 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 more than 100 projects. My responsibilities included editorial and strategic management, including budgeting, marketing, promotion. supervision of a mail order bookstore and editorial direction. We produced a variety of gardening titles, cookbooks, calendars and illustrated natural histories. Several of my most successful projects are still in print today with strong sales, i.e. *Nightwatch*, an astronomy guide with more than one million copies in print.

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Executive Editor, Equinox magazine Camden East, ON 1981-1985

I was one of three founding editors who created 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. As a minority shareholder and editor, I took responsibility for editorial submissions, photo editing, promotion and also worked as a feature writer and editor. In 1982, we produced a 50 page feature on Canada's first ascent of Mount Everest. The magazine won dozens of national magazine awards and was named Magazine of the Year in 1982.

Associate Editor, Harrowsmith magazine Camden East, ON 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 in 1980, and I won two national science writing awards for articles on alternative energy solutions. My assignments ranged from covering the Three Mile Island nuclear accident to stories on agriculture, finance, architecture and personality profiles.

Assistant Editor, Canadian Geographic magazine Ottawa 1975-1978

This was my first job out of journalism school. I started out as a copy editor and photo researcher and eventually became a features editor and submissions editor with responsibility for handling all incoming story proposals.

Education

Carleton University — Bachelor of Journalism, 1975

Capabilities and Strengths

Along with the prerequisites of a good command of grammar and language, I bring the professional 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 personality profiles, human history, natural history, geography, computer technology, education and literacy, as well as personal essays.

As a book editor and publisher, I took dozens of books from the idea stage to finished product, overseeing the editorial teams that produced them, supervising printing, and negotiating with the distributors who sold them to hundreds of thousands of readers. The books I created reflected the editorial philosophy and interests of the magazines which inspired them -- and brought millions of dollars to the company.

My recent consulting work has included developing and writing web content for complex online exhibits, speeches, script writing, administrative document writing, educational orientation programs, biographies, and promotional brochures.

Technically, I am well versed in both PC and Mac platforms, use a digital camera well, and can work with a variety of publishing, web, presentation, word processing, spreadsheet and photo editing software.

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Having worked as magazine journalist, I have an understanding of the needs and interests of news editors and have successfully promoted book and business ventures for many years. I am outgoing, confident, articulate and have worked the trade show circuit since the 1980s as a presenter, an exhibitor and an attendee.

Being self 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 complicated subjects.

Lastly, I am very project oriented and work well in a team environment, knowing when to lead and when to follow. I am a supportive co-worker who is positive, helpful and understands the benefits of collaboration.

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Referrals

I have worked for a wide variety of clients and will readily provide letters of recommendation and contact information for the people and organizations who are familiar with my work.