

FRANK B. EDWARDS



address

Box 337,
829 Norwest Road
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Profile

I bring three decades of magazine and book publishing experience to the world of e-publishing. A content manager, editor and writer by training, I now specialize in e-books and “multi-touch” books for the Apple iPad. I am a recent graduate of Algonquin College’s e-publishing program.

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 (*Canadian Geographic*, *Harrowsmith* and *Equinox*) and, later, as publisher and editorial director of a successful publishing company that specialized in illustrated books about Canadian geography and natural history (Camden House Publishing).

In 1990, 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.

In the past decade, I have completed communication and editorial contracts as a planner, writer, editor and researcher for a variety of clients including Parks Canada, *The Globe and 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
E-book and multi-touch book publication
Editorial direction, including project planning and publication for print and web
Communications planning and strategizing
Marketing, promotion and sales planning
Proposal development and proposal writing
Teaching and public speaking
Interpretive plan development
Photo editing and photography
Audio interviewing and digital recording
Administrative and report writing
Mentoring and team leadership

Work samples

www.hedgehogproductions.com/Projects.html

Work Experience

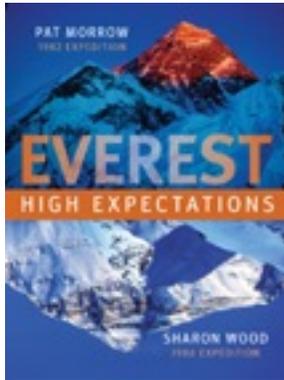
Publisher/editor, Bungalo Books Kingston, Ont. 2012-present

I create illustrated e-books, focusing on non-fiction and children’s books with a special interest in “multi-touch” books for Apple’s iPad tablet. Recent projects include:

[*Everest: High Expectations*](#) by Pat Morrow and Sharon Wood, 2012. The story of Canada’s two successful Everest expeditions in 1982 and 1986.

[*Downtown Lost and Found*](#) by Frank B. Edwards and John Bianchi, 2012. Part of a nine-title book series for early readers originally published for print.

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Principal Consultant, Hedgehog Productions Kingston, Ont. 1990-2012

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

I. eBook editorial/app strategy and content

Mercury Inpress
Ottawa, 2014 to present

Bungalo Books
Kingston, 2012 to present

II. Feature stories, specialty publications, research and writing

Canadian Heart and Stroke Foundation
Ottawa, 2011-2013

Parks Canada
Gatineau, 2010

The Globe and Mail
Toronto, 2009-2014

III. Website, research/writing

Word Image (for Canada Council for the Arts website)
Ottawa, 2011

IV. Books – writing and research

Robert Munsch: Larger Than Life
Fitzhenry & Whiteside Publishing
Toronto, Published 2009

A House Fit for God, an illustrated history
St. Patrick's Roman Catholic Church,
Napanee, 2006

Cultivating the Wilderness, an illustrated history
County of Lennox & Addington,
Napanee, 2005

V. Online exhibits, historical publications, display panels, speeches,

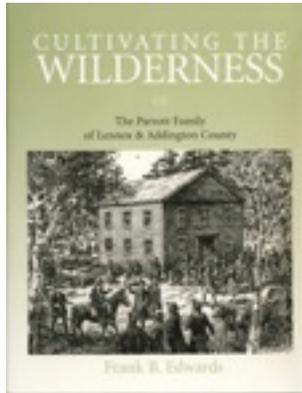
Archives of Ontario (with Word Image)
Toronto, 2006-2009

VI. Interpretive planner, researcher, script writer for outreach programs

Canadian War Museum (with Word Image)
Ottawa, 2005-2012

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

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

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 approached two million copies with an average sale of 50,000 copies per title. **Bungalo Books** was relaunched in 2012 as an e-book publisher.

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 about a dozen projects annually. 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 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. 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 I was 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, 1975

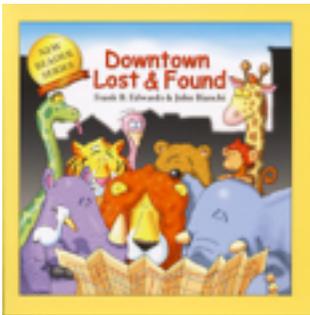
Algonquin College — Graduate Certificate, E-publishing, 2012

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 build stories for clients.

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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 complex and mundane subjects.

I have an understanding of a wide range of technical publishing and administrative tools. I'm proficient in iBook Author, Wordpress, Photoshop, InDesign and MS Office. I have a clear understanding of HTML, CSS, PHP, PremierePro — all relevant to e-book publishing — but am not an accomplished web developer.

As a children's author, I spent more than a decade visiting hundreds of schools across Canada (and others in the U.S. and the Middle East) speaking to students, teachers and parents about reading and literacy. I've also conducted educational workshops and seminars at a variety of conferences. I enjoy speaking about issues that are close to my heart and love to tell stories.

On a personal level, I enjoy the outdoors and live beside a quiet lake in eastern Ontario next to a provincial wilderness park. I'm a keen kayaker, canoeist and hiker. My do-it-yourself, learn-skills-as-needed attitude were put to the test when I built my current house. I've also renovated a century-old home and discovered a natural affinity for electrical wiring.

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