
P. J. Shaw

2247 Brianwood Court • Decatur, GA 30033 • (404) 929-0655 • pjshaw@comcast.net

Objective: Senior Editorial/PR position utilizing 20+ years of experience in writing, editing, layout & design, research, planning, and prioritizing work.

Key strengths include:

- Accuracy
 - Logical problem-solving
 - Attention to detail
 - Service orientation
 - Organization
 - Persistence and reliability
 - Adherence to standards
 - Data analysis
 - Self-starter
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Professional Experience:

Senior Editor

Dalmatian Press/Intervisual Books, Atlanta, GA

February 2005 – December 2008

Achievements and responsibilities:

- Wrote and edited the profitable Sesame Street books
- Had one title, *What Makes You Giggle?*, selected by Sesame Workshop CEO as product standard for Sesame Street 8X8 books
- Work cited by Sesame Street Workshop as consistently meeting its strict curriculum criteria
- Met annually in New York City with editors, producers, and directors of Sesame Workshop to ensure that product criteria were being met
- Researched, wrote, edited, and developed the concept for *Voices* book, marking 40th anniversary of death of Martin Luther King, Jr. *Voices* included interviews with notables such as Julian Bond, Nikki Giovanni, and Desmond Tutu, and was featured during a 40th anniversary MLK tribute at the Kennedy Center in Washington, D.C. Interviewed about *Voices* in April 2008 by John Seigenthaler on PBS show *Word on Words*.
- Wrote, edited, and supplied art direction on books for major trade stores, such as Borders and Barnes & Noble, as well as Wal-Mart and Sam's Club. Titles included:
 - Sesame Street's *What Makes You Giggle?*, *The ABCs of Cookies*, and *Love, Elmo*
 - Disney's *Bambi*, *Lady and the Tramp*, and *101 Dalmatians*
 - Adapted classics by prominent authors such as Lewis Carroll (*Alice's Adventures in Wonderland*), L. Frank Baum (*The Wonderful Wizard of Oz*), and Kenneth Grahame (*The Wind in the Willows*)
 - Intervisual Books' state-of-the-art interactive books
 - Strawberry Shortcake and other coloring books

Reporter/Copy Editor

The Tennessean, Nashville, TN

January 2000 – February 2005

Achievements and responsibilities:

- "Williamson A.M." copy editor and Sunday slot person
- Won Spot News Writing Award for lead, front-page story on devastating tornado
- Covered police, courts, and fire department, as well as historic preservation
- Compiled, edited, and rewrote local stories immediately following 9-11 bombings
- Wrote editorials, as well as features on country and Christian music stars such as Vince Gill, Amy Grant, and Michael W. Smith

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Senior Public Affairs Officer

Vanderbilt University, Nashville, TN

December 1998 – January 2000

Achievements and responsibilities:

- Successfully placed education stories in publications such as *The New York Times*, *Chronicle of Higher Education*, and *Los Angeles Times*
- Coordinated and developed program for two-day media conference designed to raise Vanderbilt's profile and increase journalists' knowledge of education issues

Media Relations Manager

The College of William and Mary Williamsburg, VA

July 1992 – November 1998

Achievements and responsibilities:

- Named Acting Director for one year
- Marketed stories after discovery of the original Jamestown Fort in Jamestown, VA, which received global coverage in media like *Time*, *U.S. News & World Report*, *The New York Times*, and Reuters
- Handled marketing and public relations for the university's 300th anniversary
- Coordinated media coverage for visit by Prince Charles of Great Britain
- Assisted with media coverage for international visitors, such as Chancellor Margaret Thatcher, Ambassador to France Pamela Harriman, and Jane Goodall
- Worked public relations kick-off event for Ken Burns' *Thomas Jefferson* television mini-series

Correspondent

Richmond News Leader and *Richmond Times-Dispatch*, Richmond, VA

1986 – 1992

Achievements and responsibilities:

- Covered James City County and the City of Williamsburg, VA, including government, schools, police and fire departments, courts, and the College of William & Mary as a regular correspondent for the *News Leader* and freelancer for the *Times-Dispatch*
- Wrote breaking news and features

Features Editor

Southern Living, Inc., Birmingham, AL

1983 – 1985

Achievements and responsibilities:

- Wrote and edited stories for Southern Living's national magazine *Creative Ideas for Living*
- Developed story ideas, wrote cover copy and headlines, coordinated art, and made final edits to stories
- Supervised editorial assistant, assistant features editor, and freelancers nationwide
- Freelanced regularly for *Southern Accents* and Oxmoor House Books after moving to Virginia

Education: Master of Arts in Journalism and Mass Communications

University of Florida, Gainesville, FL

Major: Journalism

Minor: Public Relations

Bachelor of Arts in English

Vanderbilt University, Nashville, TN

Minor: History

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Professional Memberships: The Society of Children's Book Writers and Illustrators
Public And Listed Authors' Board
Episcopal Diocese of Atlanta Communication Commission
Public Relations Society of America (PRSA)
Atlanta Writers & Friends
Phi Kappa Phi Honor Society

Recognition and Awards: CASE Award of Excellence for writing and editing, *William & Mary News*
Virginia Press Women color brochure awards
Recognition for *Richmond News Leader* story on deadly nuclear power plant explosion
Tennessean spot news writing award
Wrote *Tennessean* columns igniting campaign to fund local home for boys, My Friend's House
My Friend's House "Shining Star" community service award, Franklin, TN
Poynter Institute Fellow, St. Petersburg, FL
Outstanding Graduate Scholar, University of Florida

References:

Elaine Justice
Associate Director, Media Relations
Emory University
1762 Clifton Rd., Plaza 1000
Atlanta, GA 30322
elaine.justice@emory.edu
404-727-0643

Kathryn Knight
Editorial Director, Dalmatian Press
118 Seaboard Lane
Franklin, TN 37067
kathy.knight@dalmatianpress.com
615-724-2715

Stewart Gamage
Former VP for Public Affairs
College of William & Mary
(Currently at UVA)
shg7f@eservices.virginia.edu