

# RALPH N. FULLER

*Marketing ■ Communications ■ Editorial*

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- Medical & Science Writing/Editing
- News & Feature Writing/Editing
- Publications Development & Implementation
- Focused, Persuasive Communications
- Creative Direction & Implementation
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- Program Evaluation

PO Box 298  
Stow, MA 01775  
978-897-4792  
ralph@ralphfuller.com  
www.ralphfuller.com

## PROFILE

As a newspaper reporter, public relations officer and marketing director, I've covered murder trials and local government, developed television news projects and handled institutional mergers, "de-mergers" and branding and identity programs, directed marketing and advertising campaigns, and written and published award-winning magazines and health letters.

As a freelance writer since 2002, I've developed writing projects as diverse as case-study book chapters on research and technology, feature articles for hospital magazines and newsletters, a *Boston Globe* insert for the Massachusetts Biotechnology Council and brochures, advertising and medical web content for hospitals and physician groups in Massachusetts, New Hampshire and Connecticut.

I've written *Stow Things*, a history of my hometown published by the Stow Historical Society, and – as a long-time diver – I'm the editor and publisher of *The Neptune Blog* ([www.theneptuneblog.com](http://www.theneptuneblog.com)), a website I recently started to focus on life in the oceans. I periodically write history columns and feature articles for my local newspaper, the *Stow Independent*, covering matters as diverse as business profiles and World War II reenactments

### Current and recent clients include:

- Association of University Technology Managers, Chicago, IL
- Connecticut Surgical Group, Hartford, CT
- Dedham Medical Associates, Dedham, MA
- Emerson Hospital, Concord, MA
- Massachusetts Biotechnology Council, Cambridge, MA
- Mount Auburn Cambridge Independent Practice Association, Boston, MA
- Parkland Medical Center, Derry, NH
- Portsmouth Regional Hospital, Portsmouth, NH

## BACKGROUND

As Public Affairs Director at Lahey Clinic for 21 years, I created and managed comprehensive marketing communications programs that encompassed strategic planning, advertising, institutional magazines and newsletters, collateral brochures, media relations, community relations, employee communications and tracking and focus group research

I served as creative director and chief writer/editor for the department and established, wrote and edited for 20 years the broadly distributed, highly popular *Lahey Clinic Magazine* and *Lahey Clinic Health Letter*, with a focus on health-oriented public education.

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## Ralph N. Fuller Background - *continued*

**Before joining Lahey Clinic, I served as Public Relations Director** for George Washington University Medical Center in Washington, DC, where I oversaw media relations, publications and other internal and external communications activities of George Washington University School of Medicine and George Washington University Hospital. During this period, I created and executive-produced Health File, a medically-oriented television segment featuring GW staff on the evening news broadcast of Washington's CBS affiliate, and Health Call, a live, weekly "call-in" medical program on Washington's public radio station.

**As Assistant Director of Public Relations at the University of Virginia** in Charlottesville, VA, I served as the head of the university news office, where I planned and implemented university-oriented news and feature stories for media in and outside of Virginia.

**And as a reporter for the Richmond Times-Dispatch** in Virginia, I served as chief of the newspaper's largest bureau, based in Charlottesville. In this role, I covered murder trials, anti-war demonstrations, local government, historical pageants and a wide range of general assignment stories. I wrote features on subjects ranging from the Rolls Royce Owners Club convention to extensive analysis of efforts at city-county merger within the state.

**I've been recognized for my work with professional awards** from the Association of American Medical Colleges (for Health File and Health Call) and the New England Society for Healthcare Communications (for Lahey Clinic Magazine and for feature writing).

**As a resident of Stow, Mass., and a member of the Stow Historical Society**, I wrote a long series of history columns called "Things to Know About Stow" for my local newspaper, the *Stow Independent*. Subsequently, I revised the material into a book, *Stow Things*, published by the Historical Society in 2009.

**I've been a diver since 1993 and in early 2011** I brought together my mindset as science writer with my interest in marine life by establishing *The Neptune Blog*, a website focused on life in the oceans.

**A graduate of Washington and Lee University** in Lexington, VA, I served as a 1st Lieutenant in the U. S. Army Ordnance Corps in Vietnam in 1967 and 1968.