

## FACULTY OBITUARIES

### Thomas Fauls Blended Creative Background and New Technologies

*COM advertising prof defined  
by his love of teaching*

By Madeline Rosenberger (CAS'14, COM'14)

Thomas Fauls, a College of Communication associate professor of advertising and marketing and director of COM's advertising program, was known among his colleagues as a bright and creative thinker and an inspirational teacher to his students.

Among fellow faculty in the advertising department, he also was known as the go-to "tech guy" for all things interactive, according to a tribute to Fauls published by three coworkers in the *COMMunicator*, the college's mass communication, advertising, and public relations department newsletter. "He created the first interactive marketing communications course at COM and introduced new technologies to all his classes, at a time when the college's technical resources were minimal," wrote Judith Austin, an associate professor of communication, Christopher Cakebread

(COM'82, SED'00), an assistant professor of advertising, and Carolyn Clark, an associate professor of advertising.

Fauls died on June 26, 2013, after a long battle with esophageal cancer. He was 65.

He earned a bachelor's in communication arts from the University of Notre Dame and a master's in advertising from the University of Illinois. He also received a certificate in web commerce from DePaul University.

He began his career as an advertising manager for Chemetron Corporation, a Fortune 500 company, and then as an agency account executive. Over the years, he was a copywriter, a creative director, and an executive creative director, and he worked for such firms as NW Ayer, Leo Burnett, Foote, Cone & Belding, Cramer-Krasselt, and Atkinson Marketing. Fauls worked in print, outdoor, broadcast,



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collateral, and new media for big-name clients such as McDonald's, United Airlines, Kraft, Sears, Frito-Lay, Oscar Mayer, Coors, World Book, and Dr. Scholl's.

In 1989, Fauls joined forces with friend and colleague Patrick Sweeney to form the interactive marketing company SweeneyFauls, Inc. Fauls worked for the company for almost 25 years.

Throughout this time, Fauls conducted many multimillion-

dollar national and international campaigns. He was also brought in as an associate creative director to launch and brand the company that would become Discover Card.

In addition to his work in advertising, he also conducted research about the field of advertising. He was interested in trends in art direction and graphic design, the disappearance of copy in advertising, the relative size of key agencies, and the



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colleagues wrote in their tribute. “Tom’s passion for the new world of the internet, with an emphasis on search engine marketing, inspired countless students to consider the interactive world for a career.”

What defined Fauls was his love of teaching and his personal interactions with his students. “They sought his advice about course content and postgraduate opportunities,” his coworkers wrote. “They were rewarded with a rich perspective, a blended view of the advertising field that was both old and new. He inspired students to be bold in their search for that first entry-level job.”

And once they landed careers, those graduates came back to help current students. “These alumni paid their respects by coming back to Tom’s classes to bring their experiences to the current students,” Fauls’ colleagues wrote. “They became invaluable resources, notifying and advising new graduates about job opportunities. Tom’s lessons in expertise, generosity, and commitment set in motion enormous benefits to his students as they move on through their lives.”

domination of top ad agency holding companies. He was a coauthor of *Advertising & the Business of Brands: Media Revolution Edition*, an introduction to the worlds of advertising and marketing.

Fauls joined the BU faculty in September 2000. “Along with his practical creative background, Tom offered an understanding and enthusiasm for the burgeoning field of interactive advertising,” his three

## An “Unrelentingly Active Mind”

*Samuel McCracken was longtime assistant to President John Silber*

*By Cynthia K. Buccini*

When Jon Westling met Samuel McCracken in 1968, he recognized McCracken as “an intellectual leader” with interests deep and wide-ranging: music, art, literature, philosophy, theater, popular culture.

Both men were assistant professors at Reed College at the time, and both were teaching a required freshman humanities course; they would go on to become friends and colleagues at BU. Westling (Hon.’03) is now a BU president emeritus and a College of Arts & Sciences professor of history and humanities; McCracken was assistant to President John Silber (Hon.’95), for whom he worked as a researcher, writer, editor, and advisor for 31 years.

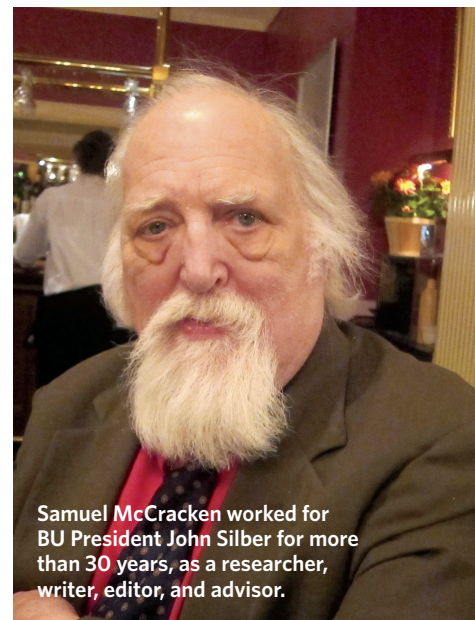
“Sam was among the most broadly learned, broadly enthusiastic, deeply interested in other people, events in the past, the present, and the future, of anybody I have ever known,” said Westling.

McCracken died on October 4, 2013. He was 77.

At a memorial service on November 8 at the George Sherman Union, friends remembered McCracken’s myriad interests, his fluency as a writer, his loyalty to Silber, and in the words of Brian Jorgensen, a CAS assistant professor emeritus of English, his “large and unrelentingly active mind.”

Westling noted that he’d had the good fortune of studying with two or three of the most renowned historians of English medieval history. “I learned as much about English history and English medieval history from Sam, who was not an English medieval historian,” he said, “as I did from either of those highly distinguished scholars. And not just English medieval history, but English history in general, European history, American history, English and American literature from the Anglo-Saxons to virtually the present moment, the history of railroading, the genealogy of the royal families of Europe going back a millennium or more.”

Presented by McCracken, those subjects were endlessly absorbing, Westling said. “I don’t give a hoot about the history



Samuel McCracken worked for BU President John Silber for more than 30 years, as a researcher, writer, editor, and advisor.