



VERNON DOUCETTE

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.

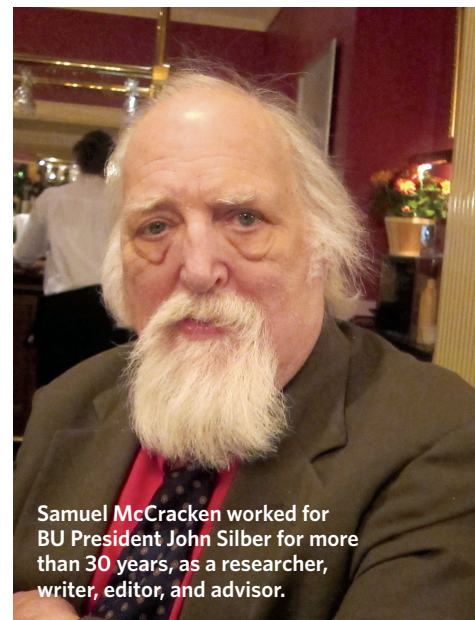
“Sam was among the most broadly learned, broadly enthusiastic, deeply interested in other people, events in the past, the present, and the future, of anybody I have ever known,” said Westling.

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.

FACULTY OBITUARIES

of railroading,” he said, “but I listened in fascination as Sam would descant upon the history of railroading.”

McCracken also had an interest in camera collecting, “as an intellectual study of the history of lenses, shutters, and so forth,” said his wife, Natalie Jacobson McCracken, retired editor in chief for development and alumni publications at BU. The two met as undergraduates at Drake University, on the first day of their Shakespeare’s Chronicles class. She was struck by his prodigious memory.

“Without having tried to memorize them,” she recalled, “Sam knew the dates the monarchs were born, deposed, reinstated, perhaps deposed and reinstated again, and died.”

“His memory was freakish and encyclopedic,” his daughter, Elizabeth McCracken (CAS’88, GRS’88), told the *Boston Globe*. “I’m not sure if you could call it photographic, but he didn’t seem to ever have forgotten a fact that he learned from a book.”

James Brann, a College of Communication professor emeritus of journalism, who was chairman of COM’s journalism department from 1973 to 1980, said he was often called upon to give speeches in the mid-1970s. He made a habit of checking his facts with McCracken, who could summon the answers from memory. “Sam was my Google before Google was invented,” Brann said.

McCracken was born in Columbus, Ohio, in 1935. After graduating from Drake, he earned a master’s in English from the University of Connecticut and did graduate work at the University of Wisconsin–Madison and the University of London.

The McCrackens were married in 1959, and in 1963, Sam McCracken became an English instructor at BU. Four years later, he joined the faculty at Reed College, then returned to BU in 1974 as assistant to the president. “He and John Silber had great respect and affection for each other,” his wife said.

“It was a working relationship, but also a real friendship,” his son, Harry McCracken (CAS’86), told the *Globe*. “It was just the ideal job for someone like my father.”

McCracken wrote *The War Against the Atom* (Basic Books, 1982) and articles for many publications, including *Commentary*, *National Review*, the *New Republic*, the *New York Times* and *New York Times Book Review*, and Columbia University’s alumni magazine. He retired from BU in 2005.

Vita Paladino, director of the Howard Gotlieb Archival Research Center, said McCracken believed in “improving everything in his world. This would include notifying us when he found a factual error in an exhibition label. He was more worried about your making yourself look foolish than he was about making himself look smart. He wanted us to look good.”

Paladino (MET’79, SSW’93) described her friend as remarkable, amazing, and funny. “You are lucky to meet one Sam McCracken in your life,” she said.

WILLIAM R. CRANLEY (MED’68), 70, a School of Medicine clinical professor of radiology and associate professor of pediatrics, on May 18, 2013.

An expert in pediatric radiology, Cranley spent his entire medical career at Boston City Hospital, now Boston Medical Center (BMC).

He earned a bachelor’s degree from Villanova University and a medical degree from MED. After completing his training in pediatrics at Boston City Hospital, he served for three years as a major in the Air Force, stationed at Shaw Air Force Base in Sumter, S.C.

After opening a private practice in pediatrics, he soon became enamored with radiology and went back to BU for training. He would spend the next 35 years in pediatric radiology.

In 1997, Cranley was appointed vice chair of MED’s department of radiology. He was for many years a member of the school’s admissions committee.

Cranley was passionate about treating children and mentoring students and residents, according to an obituary in the *Boston Globe*. “‘Dr. Bill,’ as he was affectionately known, was beloved for his leadership, his knowledge, his teaching, his dry and unflagging sense of humor, but mostly for his dedication to the care of children and the education of hundreds of medical students and residents,” according to the *Globe*.

He was honored by BMC with the Jerome Klein Award for Physician Excellence as well as the

Jack O. Haller Award for Excellence in Teaching from the Society for Pediatric Radiology, which recognizes those who have demonstrated an “outstanding ability to educate trainees (medical student, resident, and fellow) and...shown sustained substantial excellence in mentorship skills.”

Outside the classroom and the hospital, Cranley’s favorite place was his family’s home on Bow Lake in New Hampshire. *MR*

LEWIS R. WEINTRAUB, 79, a School of Medicine professor of medicine, on August 18, 2013.

Weintraub, an award-winning teacher of hematology, was known for putting patients at ease and helping future medical students become the best in their field.

Weintraub graduated from Harvard Medical School when he was only 23 years old. He interned at the Hospital of the University of Pennsylvania and became a resident at the University Hospital in Ann Arbor, Mich. He began the study of hematology during a fellowship at Mount Sinai Hospital in New York City.

He served three years as a captain in the Army Medical

