



Corporate Communication Institute at Fairleigh Dickinson University

285 Madison Avenue, M-MS3-01, Madison, NJ 07940 Phone: 973-443-8709 Fax: 973-443-8713
www.corporatecomm.org

NEWS RELEASE

For Immediate Release

Contact: Michael B. Goodman, Director
973-443-8709

FDU Grieves the Passing of Frederick D. “Sandy” Sulcer, Schering-Plough Visiting Professor of Corporate Communication

Sandy Sulcer died on Sunday, January 18, 2004 at the age of 77. He had served FDU for ten years as a Schering-Plough Visiting Professor of Corporate Communication and most recently as a member of the Board of Advisors of the Corporate Communication Institute (CCI) at Fairleigh Dickinson University. He retired as Vice Chairman of DDB Worldwide. His wife Dorothy and children, Tom, Ginna, Marston, and David survive him.

Sulcer, with DDB colleague, Cleve Langton, organized the annual Schering-Plough Executive Lecture Series, entitled “While You Were Looking the Other Way”. The program is a collaborative effort between FDU’s Graduate Program in Corporate & Organizational Communication and CCI. The series aims to capture happenings in the communication world that pass unnoticed, and relate them to issues affecting private corporations as well as private careers. Eight Saturday morning sessions, held in the Mansion at the College at Florham during spring term, feature speakers exploring current trends. This year’s topics will include Hollywood and

Public TV, green marketing, minority marketing, China as the world's third largest advertising market, technology shaping the communication landscape, issues in public relations, and communicator challenges. Graduate students consider the series a gem of the graduate program. Indeed, several students have taken it twice! The discussion has never failed to be cutting edge and professionally invigorating. CCI members have also been invited to participate. "We as an institution were honored," said Michael B. Goodman, founder of the MA program and current director of CCI, "by the contributions of this indomitable spirit who continually challenged our thinking and expanded our horizons into the future." Additionally, Sulcer and Goodman along with Cleve Langton of DDB Worldwide, and Peter Hirsch of Porter Novelli, also CCI advisors, were collaborating on a book entitled, *While You Were Looking the Other Way - Sixteen Forces That Are Redefining Marketing and Advertising*.

Sandy Sulcer held many titles in his career prior to retiring from DDB Worldwide as vice chair. At predecessor NH&S he was a copywriter, TV head, account director, president (US), chairman (International) and at DMB&B he was a group executive. Among his creative credits was "Put a Tiger in Your Tank!" His MBA and BA degrees were earned at the University of Chicago.

###