

Eulogy by: Robert Lewis Shayon, Professor Emeritus
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My friendship with Sidney was on the intellectual level, the world of ideas. I came to know him best when we collaborated on writing a lead article for The Nation, on the coming revolution in communications. That was about eight years ago, before the pentium chip or the popularity of the Internet. We predicted accurately the scope and speed of the social transformation the world is now experiencing.

I could never tell whether Sidney was at heart a capitalist or a socialist. I knew that, in later years, he was involved in venture capitalist enterprises. I knew he had worked in the ad agency field in his younger days, but he was modest about his successes, hardly ever speaking about them. He belonged to that very rare and strange breed of buccaneer entrepreneurs with a passion for freedom and a believer in the greatest good for the greatest numbers. How he ever arrived at that quixotic combination is a mystery of genes and qualities buried in his family background, education and experience.

I knew of his work as a trustee of the City Club and as the Chairman of its Communications Committee. He would send me long drafts of its statements and policies, patiently changing and refining them as an artist perfects his creations. When I was on the faculty of The Annenberg School for Communications at the University of Pennsylvania, I gave undergraduate courses on current issues in the field to which I would invite leaders in media corporations, scholars and government agencies. Invariably at the start of each course, I would invite Sidney to be the first guest. He would send me his presentations in advance, carefully outlining and explicating the major issues and their significance for the public good. I would make copies for the students and they would express great appreciation for his clear analysis and logic. Sidney had a strong conviction of the importance of educating these young men and women who would be the future leaders in the industry.

Sidney Dean was a frank and open-minded liberal in the best and truest sense of the word; a gentleman; not quite a scholar who, nevertheless could teach scholars a thing or two, a Democrat, a political activist, who lived his life dedicated to the principle of the freest expression of ideas. Above all he was a man of honor and the highest ethical ideals. I am proud to have known him and exchanged ideas with him.