



## Duane Alten Franceschi

March 21, 1943 - September 3, 2015

### OBITUARY DUANE FRANCESCHI

Duane Franceschi, 78, left this world on September 3, 2015 in Tallahassee, FL. He died peacefully in his sleep at home.

Duane was born on March 21, 1937 in Monessen, PA to Oscar and Susan (Ondulick) Franceschi. He attended elementary and junior high school in Pittsburgh, PA and graduated from Miami Senior High School, Miami, FL in 1955, where he was the Valedictorian of his high school class. He was proud of that accomplishment, which earned him an academic scholarship to the University of Miami. To friends, he acknowledged that being Valedictorian was an honor, but only 23 were in his January, 1955 graduating class!

He earned a BA Degree in Radio/Television Broadcast from the University of Miami in 1959, and was awarded the first Master's Degree in Mass Communications from Florida State University in 1967.

In 1959, Duane joined the staff of WNED-TV in Buffalo, NY where he and five others were hired to put the first Public Broadcasting System (PBS) on the air in New York State. At the time, the stations were designated as ETV (Educational Television Stations).

He continued his love of broadcast television at WQED in Pittsburgh, PA and Tallahassee, FL at WFSU-TV, where he was involved in production and programming duties.

While at WFSU, he taught college level radio and television courses and earned his Master's Degree in Mass Comm, taking one course per trimester. He also completed his private pilot license for single-engine planes and participated in the Tallahassee Flying Club during this time.

In 1968, he left the university to open his own advertising agency, Franceschi Advertising and Public Relations, the first agency established in Tallahassee. The agency earned many awards, over 300 during his tenure, and at his passing Duane was still 'flying a desk,' writing ad copy and directing media productions for online advertising.

Franceschi Advertising was acquired by the Fred Drake Management team, operating as a separate division in 1970. Duane, as corporate Vice-President, handled the marketing for nine Chrysler-Plymouth-Dodge dealerships in the southeast, Park 20 West Properties, Capital Air, and Fred Drake Leasing, among other clients.

During his 40 years at the helm of Franceschi Advertising, Duane's firm was responsible for the successful marketing of hundreds of clients and millions of dollars in advertising media expenditures. He was involved in politics and was the 'go to' agency for years for the most successful politicians in the region.

Franceschi was the founding President of the Greater Tallahassee Advertising Federation (now American Advertising Federation – Tallahassee (AAF)). He served for seven years on the leadership ladder, culminating as Governor of the 4th District AAF (Florida and Puerto Rico) from 1978-79.

He was awarded AAF's highest honor, the Silver Medal Award, in 1991 for recognition of outstanding contributions to advertising and furthering the industry's standards, creative excellence, and responsibility in areas of social concern. Additionally, Duane was honored by AAF Tallahassee and presented one of the only twice given Lifetime Achievement Awards.

Duane is survived by his wife of 38 years, Lee Ann Denmark Franceschi, formerly of Atlanta, GA; two sons, Sean Gino Franceschi of Tallahassee and William Barrett Burgess (Donna Ratcliff), step grandsons Aaron (12) and Ethan (9) of Acworth, GA; step granddaughter Amber Nicole Burgess, and, step great grandsons Khiry and Karter Burgess of Rocky Mount, NC. His daughter, Gia Michelle Franceschi predeceased him in 1992. A brother, Gil Franceschi, also predeceased him in 1995.

The visitation will be held Monday, September 7th, from six until eight o'clock in the evening at Bevis Funeral Home, 2710 N. Monroe Street, Tallahassee, Florida, 32303. The service will be Tuesday, September 8th, at ten o'clock in the morning, at St. Paul's United Methodist Church, 1700 N Meridian Rd, Tallahassee, FL 32303, followed by a graveside service at Roselawn Cemetery. Rocky Bevis and Elizabeth Chambers of Bevis Funeral Home are assisting the family with their arrangements (850-385-2193, [www.bevisfh.com](http://www.bevisfh.com))

Memorial contributions may be made in Duane's honor to LeMoyne Art Foundation, the American Heart Foundation or the charity of your choice.

Please tee it up for Duane in your thoughts and prayers as you remember him and his dry humor, wit and thoughtfulness.

Duane's own words for his tombstone are: "This is the worst thing that's ever happened to me."

Remember him.

# Tribute Wall

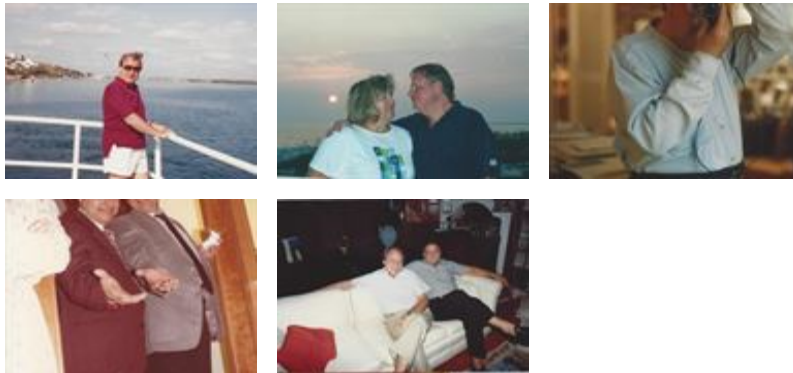
GW

“ *Lee Ann. Anna and I just returned from the beach and learned of your sorrow. We are very sad. Our hearts go out to you, Sean and family. As you know, Duane mentored me in the Bank Marketing and Advertising field and we had much fun and success along the way. From 1969 until I retired in 2007, Duane was unmatched, as for as I was concerned, in his profession. He will be sorely missed by all who had the opportunity to know him.*

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**Gary and Anna Wright** - September 08, 2015 at 05:23 PM

*B*  
BEVIS

“ *163 files added to the album LifeTributes*



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**Bevis Funeral Home** - September 07, 2015 at 11:34 AM



“ *Blooming Garden Basket was purchased for the family of Duane Alten Franceschi.*



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September 06, 2015 at 07:59 AM

JK

“ Joe, Sabrina & the Snowden Kids purchased the Strength & Solace Spray for the family of Duane Alten Franceschi.



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**Joe, Sabrina & the Snowden Kids** - September 05, 2015 at 09:18 PM

HJ

“ LeeAnn, My heart goes out to you and your family. As you know I loved Duane very much. What a sweet soul and a fantastic life. Bless you all . - Love Heather Johnson

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**Heather Johnson** - September 04, 2015 at 12:01 PM