

# In Memoriam: Franklin Mieuli



1968 Warriors coach George Lee, Franklin, Al Attles; 2006 Gold Circle: Linda Giannecchini, Franklin, Al Attles

**Franklin Mieuli**, whose deerstalker cap, substantial beard and casual style made him one of the NBA's most colorful figures in his 25 years as owner of the Golden State Warriors, died Sunday, April 25<sup>th</sup> from natural causes. He was 89.

A San Jose native and 2006 member of *The Gold Circle* of NATAS, Mieuli's longtime interest and love for sports sparked his future involvement in the professional sports teams that brought him five Super Bowl championship rings with the 49ers and one NBA World Championship as the former owner of the Golden State Warriors. He was also inducted into the Bay Area Radio Hall of Fame in 2007.

"Franklin was unique," said 49ers Owner **Dr. John York**. "He had his own style and thought process, as well as a tremendous enthusiasm for sports. He attended every 49ers game and cheered with all his heart." "Franklin Mieuli was one of the most colorful and passionate individuals I have ever met and basketball fans in Northern California certainly owe a debt of gratitude to him for helping establish NBA basketball in the Bay Area," Warriors owner **Chris Cohan** added.

Growing up in San Jose, Mieuli attended the University of Oregon. In 1949 after graduation, he became an advertising executive for the San Francisco Brewing Company, which, at his instigation, began sponsoring 49ers radio broadcasts. Through his business relationship and friendship with **Tony** and **Vic Morabito**, the original owners of the 49ers, Franklin was offered the opportunity to purchase a share of the club, which he held until his death.

When the New York Giants baseball team moved west in 1958, owner, **Horace Stoneham**, offered Mieuli stock in the newly-named San Francisco Giants. In 1962, Franklin and a group of his friends also purchased the Philadelphia Warriors, which became the San Francisco Warriors. He became the only sportsman to have ownerships in three major league sports teams in the same area.

In the 25 years since he acquired majority ownership, the Golden State Warriors were in the playoffs ten times, won four division titles and a World Championship in 1974-75. "Franklin was truly

one of the innovators in our league, who was so proud of the Bay Area and his ability to maintain a team there," NBA Commissioner **David Stern** said. "I have always fondly remembered ... his warmth and his belief in the importance of sports to a community."

Mieuli, a fixture at Warriors games watching from his courtside seats at Oracle Arena, became a beloved figure to fans who fondly remembered his ownership tenure with the long-struggling team. "He was one of the most unique and eccentric individuals that I have ever met, and I'm not sure there will ever be anyone like him again," said **Al Attles**, the former Warriors guard who coached Golden State to its sole championship title.

Simultaneously, as president of Franklin Mieuli and Associates, he acquired radio and TV production rights to the Giants, 49ers and Warriors' games and engineered A's and Raiders' broadcasts. He produced the English language radio coverage of the 1960 Winter Olympics in Squaw Valley, CA; and owned radio stations, KPUP, (KHIP and KMPX) in San Francisco and KTMX in Colusa, CA. Today, Franklin Mieuli and Associates continues to provide sports radio engineering for professional and collegiate teams throughout the U.S. and Canada.

Franklin Mieuli is survived by his longtime female partner **Blake Green**, three children from his former wife, seven grandchildren and five great-grandchildren.

