



Photos by Jolice Provost

NEW SCHOOL YEAR — St. Alphonsus Catholic School mom Marcy Stevens and daughter Haley Stevens are ready for the new school year at St. Alphonsus.

Mac Watts Says He Won't Seek Reelection as Mayor

CENTRAL — Central Mayor Mac Watts announced today that he will not seek another term as mayor in municipal elections scheduled for next year. Watts said he wanted to announce his decision now in order to give other candidates the opportunity to run.

Watts was appointed by Gov. Kathleen Blanco as interim mayor

in July 2005 and subsequently was elected to two full four-year terms.

Overnight, Central went from an unincorporated community to a city with a population of 27,000, making it the 12th largest city in Louisiana.

Jr. Shelton announced his candidacy earlier. He narrowly lost to Watts in the 2010 election.

School Bells Ring Despite Boiling Heat

School Starts Early for 4,400 Central Pupils

CENTRAL — With the temperature expected to reach 96 degrees, Central's principals and teachers are expecting 4,400 students in grades one through 12 for the first day of school. This marks the sixth anniversary of the Central Community School District's first opening day in August 2007.

The school district operates five public schools — Bellingrath Elementary, Tanglewood Elementary, Central Intermediate, Central Middle, and Central High.

At a meeting of the City of Central Chamber of Commerce Tuesday morning, Central schools Supt. Mike Faulk reported on where the new school system stands.

Faulk said Central has now achieved an "A" rating from the Louisiana Department of Education and is currently ranked 4th among the state's 70 school systems. He reported that Central High students are now rated No. 3 in the state in

See **CENTRAL** on Page 8

LHSAA Nixes Eligibility of Wildcats' QB

CENTRAL — Central High School has filed an appeal with the Louisiana High School Athletic Association, disputing its ruling that

Central High quarterback Jared Hayes is ineligible to compete for the Wildcats in this, his senior season.

He played for McKinley High last season but only started part-time for the 3-7 Panthers.

LHSAA president Kenny Henderson told the *Central City News* that he ruled the Hayes' family decision to move to Central earlier this

See **CENTRAL** on Page 16



Jared Hayes

School Celebrates 50 Years of Catholic Education

Eight New Classrooms at St. Alphonsus

Fr. Mike Moroney Blesses Building At Parish School

CENTRAL — Parishioners of St. Alphonsus Catholic Church gathered Sunday for the blessing of a new classroom building at St. Alphonsus School.

Father Mike Moroney blessed the new building, which will house eight classrooms of 6th, 7th, and 8th grade students, as well as an art classroom and a laptop lab.

The addition of the new building coincides with the 50th anniversary of the opening of St. Alphonsus School 50 years ago this month.

FATHER MIKE MORONEY blesses the new classroom building at St. Alphonsus.



Photos by Jolice Provost

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Photos by Woody Jenkins

BATON ROUGE CONTRACTOR Eddie Risponse and wife Linda were honored at the annual conference of Associated Professional Educators of Louisiana for their support of education reform. The Risponses produced a movie, *The Experiment*, which shows the transformative power of education. Shown with Polly Broussard, director of A+PEL.

Country Living in the City

In August 2015, People of SE Baton Rouge Could Be Opening Their Schools for 1st Time

Having Their Own City Government, School System Is Within Their Grasp

Woody Jenkins
Editor

On this, the first day of the new school year, my mind races back six years to August 2007 — the first day of class for students at-



tending the newly-formed Central community school system. What a momentous time it was! There was a feeling of exuberance, as though the Berlin Wall had

just come crumbling down. Finally, the people of Central had their schools back! In the past six years, so much has happened in Central that it boggles the mind. So much of the good that has happened occurred because of the creation of the Central Community School System, which is completely separate and independent from the East Baton Rouge Parish School System.

A community that was dying

suddenly came to life, and everything changed. Now Central has the No. 4 ranked school system in the state. It is a place of optimism, growth, and a real sense of community. It is a place with a future, a great and wonderful future!

On this first day of the school year, my mind also races ahead two years to August 2015. It is the first day of the new school year. I see Southeast Baton Rouge having

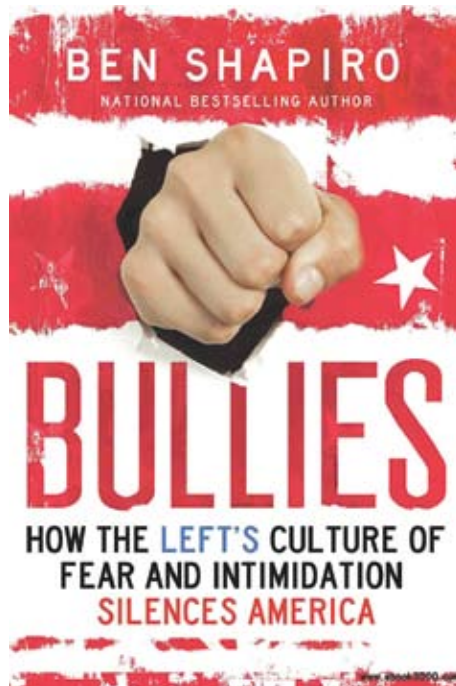
its own community school system. I see happy parents and students pulling up to Woodlawn High and all the other schools with a new sense of enthusiasm and purpose. I see families moving back to this parish from Livingston and Ascension. I see families returning to the public schools — not out of some warped sense of guilt but because they believe their neighborhood public school will provide a quality

education in a safe environment. I see parents getting involved in their local schools. I see new businesses opening, new homes being built. I see Southeast Baton Rouge coming back from the edge of the abyss. I see Southeast Baton Rouge with a future, a great and wonderful future. August 2015 can be a time when history is made. But it will take a mountain of work between now and then to make it happen!

How the Left Bullies America into Silence

While President Obama and the left like to pretend that they oppose bullying with all their hearts and souls, the truth is far darker: The left is the greatest purveyor of bullying in modern American history. Bullying has morphed into the left's go-to tactic, as they attempt to quash their opponents through fear, threat of force, violence, and rhetorical intimidation on every major issue facing America today.

Ben Shapiro uncovers the simple strategy used by liberals and their friends in the media: Bully the living hell out of conservatives. Play the race card, the class card, the sexism card. Use any and every means at your disposal to demonize your opposition—to shut them up. Then pretend that such bullying is justified, because, after all, conservatives are the true bullies, and need to be taught a lesson for their intolerance. Hidden beneath the left's supposed hatred of bullying lies a passionate love of its vulgar tactics.



The left has created a climate of fear wherein ordinary Americans must abandon their principles, back abhorrent causes, and remain silent. They believe America is a force for evil, that our military is composed of war criminals, and that patriotism is the deepest form of treason. They incite riots and threaten violence by playing the race card, then claim they're advocates for tolerance. Disagree with Obama? You must be a racist. They send out union thugs and Occupy Wall Street anarchists to destroy businesses and redistribute the wealth of earners and job creators. No target is off limits.

These are the most despicable people in America, bullying their opponents while claiming to be the victims. Shapiro takes on the leftist bullies, exposes their hypocrisy, and offers conservatives a reality check in the face of what has become the gravest threat to American liberty: The left's single-minded focus on ending political debate through bully tactics.

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Dr. Beau Clark Serves as EBR Parish Coronor

Could Next Mayor-President Be a Physician?

Republican Docs Hold Half State's Six House Seats

Woody Jenkins
Editor

BATON ROUGE — With Mayor-President Kip Holden in his third term and planning to run for lieutenant governor, speculation has already turned to the race for Mayor-President of East Baton Rouge in 2016.

Names being mentioned include Sen. Sharon Broome, Metro Council members Joel Boé, John Delgado, and Tara Wicker, and Holden's chief aide, William Daniel.

Louisiana has become a Republican state. Today, Republicans hold every single statewide elected office and a majority of the Louisiana House, Senate, Public Service Commission, and Supreme Court. However, East Baton Rouge Parish is far less predictable. While Republicans hold four parishwide offices — Sheriff, Assessor, Clerk of Court, and Coronor — President Obama carried the parish by 10,000, even as Mitt Romney carried Louisiana in a landslide.



DR. BEAU CLARK, parish coronor, could bring "trust factor" to Mayor's race.

Pollster John Couvillion said the parish will be about 46 percent black by the time of the race for Mayor-President and that the likely winner would be someone who can cross traditional voting boundaries. For Republicans, that could mean turning to a physician.

Some political experts say a physician has a five percent edge over

other candidate, thanks to the fact that physicians are one of the country's most trusted groups.

According to the Gallup polling organization, physicians have a positive rating of 70 percent, compared to policemen, 58 percent; clergy, 52 percent; journalists, 24 percent; governors, 20 percent; lawyers, 19 percent; Senators, 14 percent; members of Congress, 10 percent, and car salesmen, 8 percent. In Louisiana, Republican physicians hold three of the six seats in Congress — Dr. Charles Boustany, Dr. Bill Cassidy, and Dr. John Fleming.

Here in Baton Rouge, the best-known Republican physician is parish coronor Dr. Beau Clark, who defeated the incumbent coronor in 2011. Since then, Clark has gotten high marks from law enforcement and the judiciary.

The Baton Rouge native graduated from St. Michael Catholic School, Louisiana Tech, and the LSU Medical School. He practices emergency medicine and has been medical director of the State Police SWAT Team and the East Baton Rouge Sheriff's Office SWAT team. He and his wife Vanessa have two children and attend St. Jude.

Law enforcement and the judiciary are happy because of Clark's day-to-day performance of the work of his office, including prompt autopsies, determining cause of death, and compassionate handling of civil commitments. It may seem like mundane work, but for the justice system, it is essential. Clark has been credited for organizing a first-class coronor's office and for working with the Louisiana Coroners Association to upgrade the profession statewide. One advocate for Clark said, "Beau Clark is known for two things: Doing the right thing and doing things right. For a parish like East Baton Rouge, where the people don't trust politicians, a physician who's liked and trusted might just be a strong contender."



DR. BEAU CLARK, Roger Clark, Diana Webber, and Billy Hardin at Chamber EBR

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Grandson of Former LSU Football Coach

Paul Dietzel Seeking Congressional Seat

Business Owner Brings Message Of Conservative Change to Race

BATON ROUGE — Paul Dietzel II will bring his campaign for the United States Congress to Baton Rouge Tuesday at the Ronald Reagan Newsmaker Luncheon.

Dietzel, 27, founder and CEO of Anedot, said in an interview Wednesday that it's time for fiscal conservatives from his generation to step up and assume positions of leadership.

"My generation will be paying the price of the fiscal irresponsibility going on in Washington, and our children will suffer if we don't change the direction of our country," he said. Dietzel, who described himself as a lifelong conservative, is the grandson of former LSU football coach Paul Dietzel. His parents are Steve and Judy Dietzel.

He will speak at the Ronald Reagan luncheon at 12 noon Tuesday at Café Américain, 7521 Jefferson Hwy. in Baton Rouge. The meeting is open to registered Republicans, guests, and members of the news media.

"We must rein in federal spending and balance the budget," he



CANDIDATE FOR CONGRESS PAUL DIETZEL II (right) posed with his father Stephen (center) and grandfather Paul Dietzel at the Patriot Day ceremonies. The grandfather coached the LSU football team to its first-ever national championship in 1958. Paul II is running to replace Congressman Bill Cassidy, who is running for U.S. Senate.

said. Dietzel said he strongly supports efforts in Congress to defund Obamacare before it goes into effect.

On immigration, Dietzel says there are plenty of laws on the books, and they need to be enforced. He opposes the immigration reform bill as proposed by the "Gang of Eight" in the Senate. "It sounds like amnesty to me!" he said.

He described his views as 100 percent pro-life.

Dietzel said he feels comfortable representing the newly-configured Sixth Congressional District. "The

district is very conservative and is aligned with my beliefs," he said.

Young Dietzel grew up in Baton Rouge but also has strong roots in Livingston Parish through his mother's side of the family. "We've actually been in the Florida Parishes since the 1700's," he said.

Dietzel graduated from Parkview Baptist High School and LSU, where he earned a B.A. in mass communications. He earned an MBA and Masters of Public Policy from Pepperdine University

in California.

Dietzel said he is conducting a grassroots campaign for Congress. "Because we started early, we have time to reach out to the entire district, which includes East Baton Rouge, Livingston, Houma-Thibodaux, and the Westbank."

Dietzel said he will make a major announcement soon regarding his campaign. His campaign manager is J. Hudson and finance manager is Tori Gill. His website is www.pauldietzel.com, and his email address is paul@dietzel.com.



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Greenwell Springs Has New Pastor

3,000-Member Church to Get Pastor After 1-Year Search

GREENWELL SPRINGS — Greenwell Springs Baptist Church will welcome a new full-time senior pastor this Sunday after a one-year search. Rev. Jeff Meyers comes to Greenwell Springs from Conyers, Georgia.

Those who know Rev. Meyers describe him as a man who is passionate about his personal faith in Jesus Christ, his wife Traci and their three boys, and his calling to be the Senior Pastor of a local church. Wife Traci is fond of saying, "Life with Jeff is never dull!"

Jeff said his faith was grounded at an early age while being raised in an active Christian home. His dad is a deacon and his mother is an active Sunday school teacher

and choir member.

Jeff said he was saved at the age of seven and immediately followed in believer's baptism. Since his salvation, Jeff has continually pursued the things of God with a primary emphasis upon knowing and applying the Bible to his daily life.

When the time allows, he admits to being a "sports-a-holic." However, his "playing days" are now typically replaced by the enjoyment of watching his three boys compete.

Outside of his personal faith, Rev. Meyers said family comes first in his life. Jeff and Traci celebrated their 17th anniversary in March 2013. They met as students at Baylor University and married while Traci was attending Baylor University and Jeff was in seminary.

Traci worked as a 1st grade and kindergarten teacher before their first son, Marshall, was born. Since then, they have had two more boys George and Jonathan, better known as J.J. Marshall is 11, George is 8, and J.J. is 7. In addition to the daily responsibilities of their home and the children, Traci has served as a facilitator and participant in women's ministries and Bible studies.

Jeff said he was called into vocational ministry. At 17, he publicly accepted his call into ministry. This led him to Baylor University to pursue a B. A. in religious studies. He followed this training with a Master of Divinity in Biblical Languages and a Doctor of Phi-



**Rev. Jeff Meyers, New Senior Pastor
Greenwell Springs Baptist Church**

losophy from Southwestern Baptist Theological Seminary in Fort Worth, Texas.

His 22 years of experience in various ministerial roles include youth ministry, recreation ministry, associate pastor, teaching pastor, vocational evangelist, and senior pastor. Jeff's ministerial passion lies in studying and teaching the word of God and allowing God to communicate His truths in an in-depth yet relevant manner.

Pastor Jeff will preach his first message this Sunday morning, Aug. 11 at 10:30 a.m. He will also preach in the evening service at 6 p.m. There will be a special installation service on August 18 at 6 p.m. conducted by Dr. Tommy Middleton, director of missions for the Baptist Association of Greater Baton Rouge, and Tony Perkins, transitional pastor and president of the Family Research Council.

Greenwell Springs Baptist Church is located at 19421 Greenwell Springs Road, Greenwell Springs, LA. For more information, call 225-261-2246 or go to www.gsbcla.com.

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Central Students Begin School Year

Continued from Page 1

ACT, or college entrance, scores. Central High students are also among the state's top performers in End of Course Testing with 75 percent proficient.

For the past four years, Central's 3rd graders have ranked No. 1 in the state in standardized testing.

Faulk said the keys to Central's success have been its investment in professional development of teachers, high expectations, and a strong curriculum. "We focus on those things that impact learning. We use 'Seven Habits of Highly Effective People' as our school model. It promotes higher academic performance, fewer discipline problems, and increased engagement among teachers and parents," he said.

The school system's budget has increased from \$22 million in 2007-2008 to \$36 million in 2013-2014. This growth has come as student enrollment has increased, resulting in an increase in the state's MFP funding, a gradual increase in sales tax revenues, and a steady increase in property tax revenues.

Faulk said a bond and tax election approved by Central voters in May 2009 resulted in construction of the new Central School Complex and improvements at all other campuses. This included \$12 million in improvements for life/safety issues, better energy management, athletic facility upgrades, repair of driveways at the high school, and new playground equipment at elementary schools.

The new school complex included the opening of an all-new



CENTRAL MIDDLE OPEN HOUSE — Helping welcome parents and students were Madelyn Antle, Cadie Patterson, Camille Provost and principal Jason Fountain.

Central Middle School and Central Intermediate School.

Faulk said the next steps for the school system will be:

- Continue to focus on academic excellence
- Manage anticipated growth
- Prepare teachers and students for new Common Core standards and assessments
- Enhance partnerships with community colleges and the business community for improved dual enrollment and career training programs.

The superintendent outlined the Central school board's proposal for voters to consider in the Nov.

16 election. It would include up to \$13.1 million in dedicated improvements, including

- Construction of the 9th Grade Academy (\$5.82 million) on the campus at Central High
- Repair of the Central High parking lot (\$1.8 million)
- Installation of lighting at Central High ball fields (\$500,000)
- Upgrading the district's technology capacity to manage assessment mandates (\$2 million)
- Demolition, asbestos abatement, and upgrades to the old Central Middle School campus (\$1.5 million)

The \$13.1 million would include \$11.62 million in costs and \$1.39 million, or 12 percent, for contingencies.

The 2009 bond and tax election authorized a 23.65-mill property tax for a 20-year period to fund bonds for school improvements. The proposed Nov. 16 election would authorize the use of that same property tax for the issuance of new bonds for the proposed school improvements. No additional taxes would be authorized by this election.

According to Faulk's projections, property taxes in Central would continue to go down, even with approval of the bond issue, because of anticipated growth of property on the tax rolls.

Faulk asked that voters mark their calendar for the Nov. 16 election and go to the polls and express their approval or rejection of the plan.



Vicky and Beau Richards at Central Middle School open house



CENTRAL MIDDLE CHEERLEADERS Carley Devall (left) and Bailee Bagley with new 7th grade teacher Leslie Presnall at school's open house

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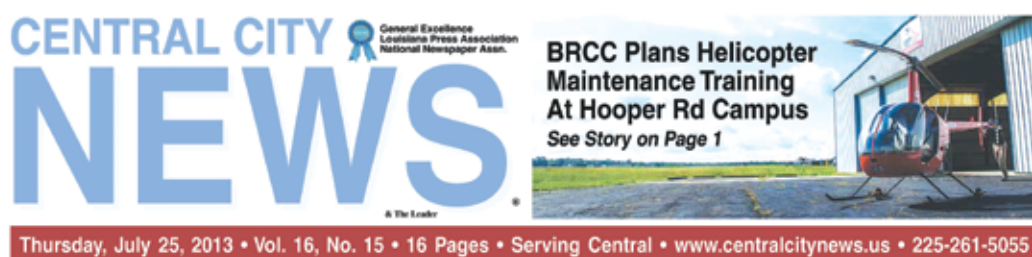
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Existing Taxes Would Fund New Construction

Bond Election Nov. 16



CENTRAL COMMUNITY SCHOOL BOARD president Dr. Jim Gardner (left) with vice president Goose, and school board member Jim Lloyd. The school board has called a bond election for Nov. 16.

Details of School Board Bond Issue on Nov. 16

- Election to authorize issuance of \$13.1 million in new bonds with no tax increase
- Funds would build new Ninth Grade Academy, re-do parking lots, and install lighting at ballparks
- Funds would build new Ninth Grade Academy, re-do parking lots, and install lighting at ballparks

Voters Will Be Asked to Okay \$13 Million in Improvements

CENTRAL — The Central Community School Board has called a bond election for Saturday, Nov. 16, to ask voter approval for the issuance of \$13.1 million in bonds to finance school improvements. No new taxes would be authorized. The funds would be used for the following projects:

- Construction of a new Ninth Grade Academy on the campus of



Improvements Could Alter Traffic

Traffic Study Predicts Extension of Hooper Road Across Amite Major Option

CENTRAL — A consulting firm conducting a study of Central's future transportation needs gave the Central City Council a look at some of its work at Tuesday's City Council meeting.

Neel-Schaffer, a civil engineering firm with offices in Baton Rouge and nine Southern states, used Central's proposed Master Plan as the basis for explaining options for the future. Neel-Schaffer said it expects to complete Phase I of its study within the next three months.

The firm said Central's population could double by the year 2037. See **PLANNING** on Page 8.



NORTH BATON ROUGE REUNION — Frank and among 700 who attended the annual NBR Reunion July 1.

Scandal, Controversy Rock Agency

CATS Runs Wild

Who Pushed \$165 Million CATS Tax?

BATON ROUGE — A review of campaign finance records filed with the Louisiana Board of Ethics, corporate records at the Louisiana Secretary of State's office, and the Advocate website provide a picture of who supported or opposed the \$165 million CATS property tax increase approved last year.

The two main organizations which publicly urged voters to pass the tax increase were:

- Together Baton Rouge, and
- BRAC, the Baton Rouge Area Chamber

Behind the scenes, money to support the campaign for the tax was raised by:

- Citizens Against Traffic Congestion PAC, whose chairman is Robert Miller, CEO of Reliant Transportation, Inc., a major contractor of CATS. It provides "para-transit services delivering clients to jobs and other destinations" for the "city bus company."

See **WHO** on Page 16



CATS BUS pulls out of CATS terminal on Florida Boulevard Wednesday.

CATS Officials Can't Account For Missing Bus Fare Money

BATON ROUGE — Robert Mirabito, interim chief executive officer of the Capital Area Transit System held a news conference Monday to announce that bus fare money is missing and may have been stolen. Mirabito said discrepancies between cash deposits and computerized fare collection totals go back three years. In some months, the discrepancy could be as much as \$100,000. See **POSSIBLE** on Page 8.

Chamber EBR: Free Market Should Provide Transportation

BATON ROUGE — After gaining approval of a \$165 million tax increase last April from voters in the cities of Baton Rouge and Baker, the Capital Area Transit System (CATS) should find itself "sitting pretty." But instead the government-owned bus company finds itself mired in scandal. The legislative auditor is conducting an audit, the state inspector general has launched an investigation, and a criminal probe is pending.

Now some members of the Metro Council are calling for the resignation and replacement of the entire CATS board, and even some of CATS' strongest supporters are calling for the resignation of board chairman Isaiah Marshall.

The agency cannot account for missing bus fare money, a board member paid his phone and cable bills from the CATS bank account, and the awarding of a management contract has been put on hold because of possible bid-rigging.

Opponents of the CATS tax gathered at Tuesday's meeting of the Chamber of Commerce of East Baton Rouge. See **MCKAY** on Page 9.

'Together Baton Rouge' Part of National Effort

CATS Tax Came from Organizer's Playbook

Saul Alinsky's Group Targeted Baton Rouge

Woody Jenkins
Editor, Capital City News

BATON ROUGE — If Brod Bagert had come to the river city of Baton Rouge in the 1850's fresh off the steamboat with a trunk full of snake oil and promises of miracle cures, he could not have gotten a more enthusiastic reception than he got when he arrived here in 2011 with promises to make Baton Rouge "the next great city."

The veteran community organizer. See **TOGETHER** on Page 8.



CATS TAX OPPONENTS Glenda Pollard, Scott McKay, Dwight Hudson, and Stacy Hudson gathered Tuesday at the Chamber of Commerce of East Baton Rouge at Café Americain. The organization of small business owners meets on the 4th Tuesday at 11:30 a.m.

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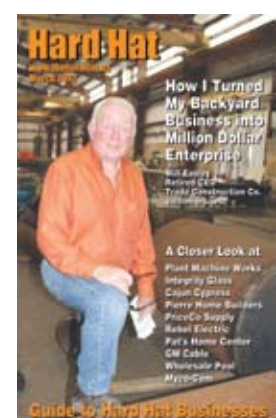
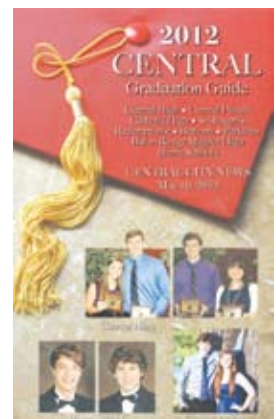
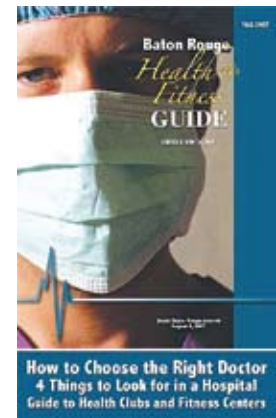
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Capital City News • Central City News

2013-2014 Publication Schedule including Special Editions

Issue	Publication Date	Deadline
September 2013 <i>Themes: Football Preview; Hunting; Southeast BR School District</i>	Thursday, Sept. 5	Friday, Aug. 30
October 2013 <i>Themes: Health & Fitness; All About Men; Football Madness</i>	Thursday, Oct. 3	Friday, Sept. 27
November 2013 <i>Themes: Christmas Shopping; Football Playoffs</i>	Thursday, Nov. 7	Friday, Nov. 1
December 2013 <i>Themes: Spirit of Christmas; Christmas Parades</i>	Thursday, Dec. 5	Friday, Nov. 29
January 2014 <i>Themes: 2014: The Year Ahead; All About Women</i>	Thursday, Jan. 9	Friday, Jan. 3
February 2014 <i>Themes: Health & Fitness; Weddings; Gardening</i>	Thursday, Feb. 6	Friday, Jan. 31
March 2014 <i>Themes: House & Home; State & Local Government & Politics</i>	Thursday, Mar. 6	Friday, Feb. 28
Election Edition <i>Central City News only - Primary for Municipal Elections</i>	Thursday, Mar. 20	Friday, Mar. 14
April 2014 <i>Theme: Hard Hat Edition — Oil & Gas, Construction & Industry</i>	Thursday, April 3	Friday, Mar. 28
Election Edition <i>Central City News only - Runoff for Municipal Elections</i>	Thursday, Apr. 17	Friday, Apr. 11
May 2014 <i>Themes: Real Estate; Summer Fun — Things to Do, Places to See</i>	Thursday, May 1	Friday, Apr. 25
Graduation Edition <i>Both Capital City News and Central City News</i>	Thursday, May 15	Friday, May 9
June 2014 <i>Themes: Health & Fitness; Southeast Baton Rouge School District</i>	Thursday, June 5	Friday, May 30
July 2014 <i>Themes: Spirit of America; Central Independence Day</i>	Thursday, July 3	Friday, June 27
August 2014 <i>Theme: 21st Century Schools</i>	Thursday, Aug. 7	Friday, Aug. 1
September 2014 <i>Themes: Football Preview; Hunting; Southeast BR School District</i>	Thursday, Sept. 4	Friday, Aug. 29
October 2014 <i>Themes: Health & Fitness; All About Men; Football Madness</i>	Thursday, Oct. 2	Friday, Sept. 26
Election Editions <i>Theme: Primary Election</i>	Thursday, Oct. 16, 30	Friday, Oct. 10, 24
November 2014 <i>Themes: Christmas Shopping; Football Playoffs; Election Results</i>	Thursday, Nov. 6	Friday, Oct. 31
December 2014 <i>Themes: Spirit of Christmas; Christmas Parades; Runoff Election</i>	Thursday, Dec. 4	Friday, Nov. 26



Delivery Map

★ Capital City News ★ Central City News

309

Retail Outlets

45,000

Readers*

Real People

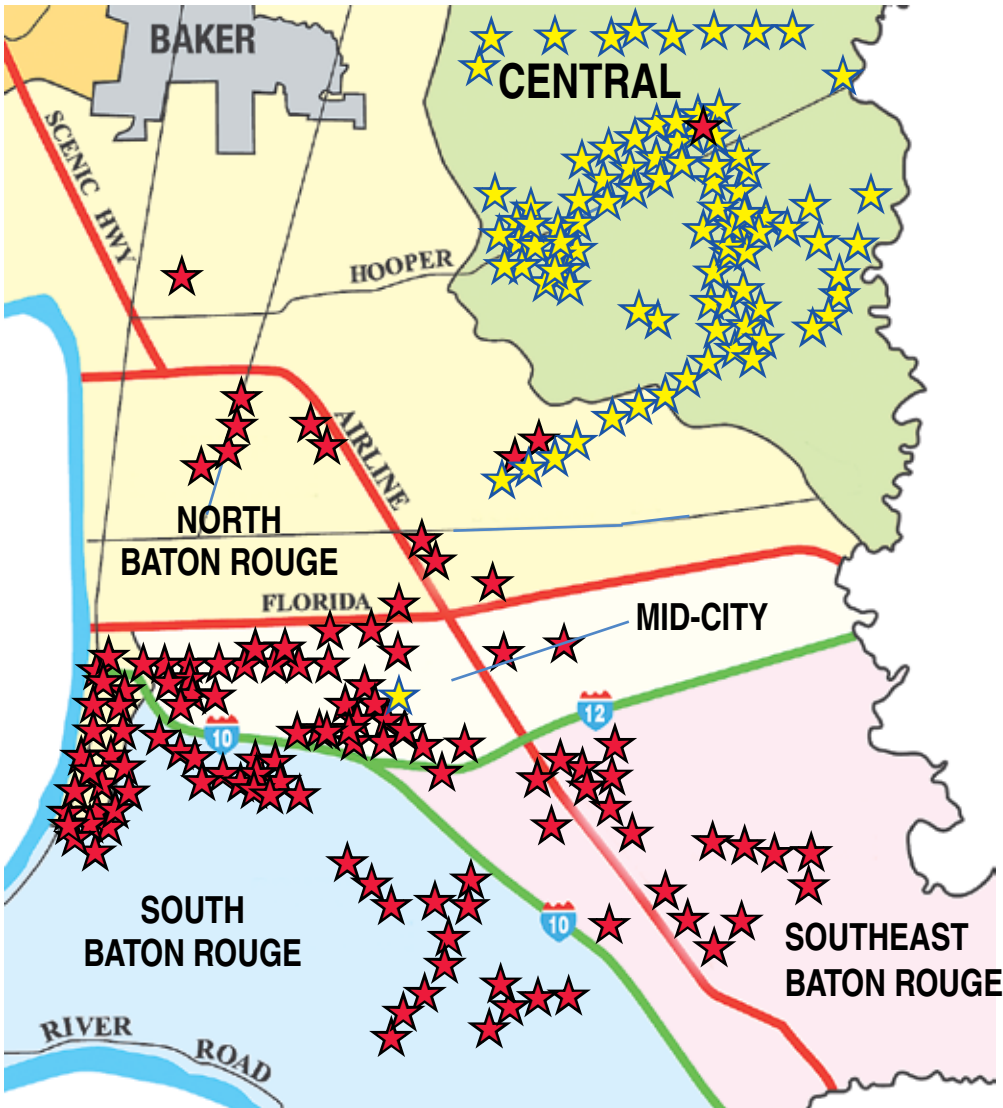
Who Seek Out,
Pick Up, and

READ

Our Newspapers

Sorry, We Don't
Cover New Orleans,
BUT We DO Cover
Baton Rouge
Like the Dew!

*Based on combined
circulation of 20,000



Community Press Rate Card

Rate Card • August 2013

Publications: Capital City News & Central City News
Published Monthly • All Ads Run in Both Newspapers

Black and White Rates • Add 10% for Color
10% Discount for Cash in Advance

Size	1x	3x	6x	9x	12x
Full Page	\$1,200	1,100	1,000	950	900
3/4 Page	1,000	950	900	875	825
1/2 Page	700	650	600	550	500
3/8 Page	575	525	500	475	450
1/4 Page	450	425	400	375	350
1/8 Page	275	250	225	200	175
Business Card	n/a	125	115	105	95
Business Directory	n/a	50	47	45	42

Color: Color is free if ad is paid for in advance. **Best Deal:** Contract advertisers who agree to purchase at least 1/4 page in 12 consecutive issues can purchase any size ad at 12x rate. When multiple ads are placed in the same issue, client earns combined rate. For example, two 1/4 page ads in same issue are billed as one 1/2 page ad.

Dimensions: **Full Page:** 10"x15.75" (4 col. x 15.75"); **3/4 Page:** 7.45"x15.75" (3 col. x 15.75") or 10"x10.5" (4 col.x10.5"); **1/2 Page:** 4.9"x15.75" (2 col.x15.75"), 7.45"x10.5" (3 col.x10.5"), or 10"x7.8" (4 col.x7.8"); **3/8 Page:** 7.45"x7.8" (3 cols.x7.8"); **1/4 Page:** 2.375"x15.75" (1 col.x15.75"), 4.9"x7.8" (2 cols.x7.8"), 7.45"x5" (3 cols.x5"), or 10"x3.8" (4 cols.x3.8"); **1/8 Page:** 2.375"x7.8" (1 col.x7.8") or 4.9"x3.8" (2 cols.x3.8"); **Business Card:** 2.375"x3.8" (1 col.x3.8") or 4.9"x1.8" (2 cols.x1.8"); **Directory:** 2.375'x1.068"

Our Readers: A Market Survey

We thought seriously about spending \$4,500 on a "market survey" of our readers. Then we could cite lots of facts about how many of them have Masters degrees in taxidermy, how many plan to buy a new sofa next year, how many like LSU football, and how many won the Lottery last year. Instead, we spent that \$4,500 giving our people a raise. So, rather than another market survey, we'd like to provide some "food for thought" and a dose of common sense:

- No. 1 — Radio listeners can LISTEN.
- No. 2 — Television and cable viewers can WATCH.
- No. 3 — Magazine readers can LOOK AT PICTURES.
- No. 4 — But our readers can and do READ!

Advertising flyers and wannabe publications are sent out on an unsolicited basis and mostly end up in the trash. **Capital City News** and **Central City News** are not sent out on an unsolicited basis. Readers have to make a conscious, voluntary decision to PICK IT UP at 309 retail locations! They pick it up because THEY CARE about what's happening in the communities of BATON ROUGE or CENTRAL. They pick it up because they want to READ it! Here's one statistic: In Central, THREE TIMES MORE households get the **Central City News** (12,000) than get **The Advocate** (under 3,500; source: The Advocate media kit).

So that's our "market survey"! If you want to reach 45,000 people who can READ, who LIVE AND/OR WORK in Baton Rouge or Central and who CARE about what's happening in these communities, advertising in our newspapers would be a great decision.

Our readers might be the very people your business needs to reach!

Social Media, Facebook, etc.

Yes, we do all that. Most important, we send a pdf of the **Capital City News** and the **Central City News** to more than 25,000 of our "friends" on Facebook. What's so good about that is, **your ad is right next to the editorial content of the newspaper in the pdf they receive, exactly as it is in the print edition. They can't read the newspaper on-line without being exposed to your ad. That's a big difference from other on-line publications which separate the editorial content from your ad!** To see what the newspapers look like on-line, go to <http://centralcitynews.us/wp-content/uploads/2013/07/Cap-City-News-web-7-25-13.pdf>



Jolice Provost, Terrie Palmer, Woody Jenkins, and Candi Lee

Louisiana Press Association

In April 2013, the Louisiana Press Association honored the **Central City News** as the outstanding community newspaper in Louisiana with 1st Place in General Excellence and 1st in Best News Coverage. The newspaper is also a finalist in this year's National Newspaper Association awards as the top community newspaper in the country.

Capital City News • Central City News

910 North Foster Drive • Baton Rouge, LA 70806

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www.CentralCityNews.us • www.CapitalCityNews.us

To advertise, call Jolice at 405-8894 or Candi at 287-2317.

8 New Classrooms at St. Alphonsus



NEW CLASSROOM BUILDING AT ST. ALPHONSUS — Hayleigh Bercegeay (left photo) and pre-K teacher Joy Lonibos inspect a new locker after the blessing of the new classroom building at St. Alphonsus School. In center photo, sixth grade teacher Becky LeSage. At right, Fr. Mike Moroney and Deacon Ronnie Hebert.



ST. ALPHONSUS — (Left to right) Megan Davis, Tori Termini, Lindyn Landry, and Jolan Taylor; Brooke, Jason, Tasha and Brodie Demoulin, and Architect Craig Sauviac

Prayer Rally to Kick Off Year for Central Students

CENTRAL — Students, teachers, and administrators from all public and private schools in Central will

gather at 6 p.m., Sunday, Aug. 11 for a time of prayer and fellowship to kick off the 2013-2014 school year.

The annual event will be held this year at the Central High School Theatre.

Students from Central's public schools, St. Alphonsus, Central Private, Galilee Academy, and Victory Academy will attend. They will be joined by pastors and youth pastors from area churches.

Pastor Dick Metz of Cornerstone Fellowship said, "We need His blessing and strength to pour out on a daily basis for our great teachers and students."



Central Prayer event in 2011

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Family of Danielle Wright Asks for Help

Funds Needed To Continue Rescue Effort In Vast Pacific

GREENWELL SPRINGS — The family of Danielle Wright, who has been missing in the South Pacific for 60 days, is making a last-ditch effort to raise financial assistance to continue the air search of the area where her vessel, the *Nina*, and six other crew members could be. It is a vast area, encompassing more than 300,000 square miles.

Danielle grew up on Greenwell Springs Road, but her mother and father, Robin and Ricky Wright, now live in Lafayette. She was part of the crew that sailed from New Zealand to Australia in early June before encountering two massive storms. To the surprise of authorities, they survived the storms, but that fact was unknown for weeks until the U.S. government found a previously unread message sent after the storms.

Danielle's mother Robin released the following message Wednesday: "As many of you know, we continue to hold out hope that our beautiful daughter, Danielle, and the other six crewmen aboard the historic 70-foot sailing yacht *Nina* will be rescued soon. They have been lost in the Tasman Sea for over 60 days now, sailing from Opuia, New Zealand



Danielle Wright of Greenwell Springs
Lost in South Pacific 60 days

to Newcastle, Australia."

"We do not believe that *Nina* sank. We have proof that she made it through the first two storms. The third storm wasn't as bad, but probably took out their mast. If they tried to send up emergency signals, either weather conditions hindered transmission, or no other planes or vessels were in the area to hear their signals, or their batteries ran out, got wet, etc. NZ Coast Guard searched for boat remains and debris to prove that *Nina* sank (many items would have floated out had she gone down), but found nothing. Again, that gives us great hope that they survived and are desperately waiting to be rescued."

"This week we finally received

much needed data from NZ that allowed three different highly qualified teams of experts to analyze currents, drift patterns, and weather conditions based on the last undelivered SAT message sent from *Nina*. Previously, New Zealand searched east, and we searched west, but we now know with relative certainty that they are drifting north. With this new information, we have a concrete game plan to search 300,000 square miles of ocean pinpointed by all three analysts."

"Many of you have asked how you can help. We need to raise over \$300,000 immediately. To be blunt, if we don't come up with the money right away, we won't be able to fund this rescue."

"Ricky and I have pulled monies out of our savings and Danielle's college fund. We have increased the limits on credit cards. Our family and friends have been extremely supportive. If Ricky and I, with the help of Texas Equusearch, didn't stand on our unshakable belief that we must do all within our power to rescue the *Nina* crew, absolutely nothing would be happening today. Perhaps because we lived on a sailboat and understand this situation from personal experience rather than just reading negative news reports makes the distinct difference in our attitudes."

"Danielle and her mates have obviously gone through boat rations at this point and are living off fresh fish and rain water. They are getting weaker as each day goes by. Danielle didn't have any extra weight to lose on her 105-pound body. Every bite I take, I wish I could be feeding her instead. Every hot shower brings sadness as I realize how cold and dirty she is. My daughter is not giving up, and we won't, either."

"And so we ask for your help in three simple ways:

• **PRAY** for God's continued guidance and direction, and His provision for *Nina* survivors.

• **PASS** this message on to all of your contacts, your church, and others."

• **PRESS** your ink pen to your checkbook and make a donation. Make checks payable to Texas

Equusearch, a 501(c)(3) non-profit organization that searched for Natalie Holloway and Casey Anthony's little girl. Send checks for \$100 or more because volunteers are being overwhelmed with smaller donations. If you can't send \$100, ask your friends and neighbors to chip in, thus helping us spread the word!"

"Mail checks to 106 Canterbury Road, Lafayette, LA 70503 and we will forward to Equusearch, or go online at www.texasequusearch.org. Reference your donation to Nina Search."

"Please don't delay in your actions. We are running out of time!!! Thank you for standing and believing with us that we, with God's help, will be bringing Danielle home soon!"

"— Ricky and Robin Wright, Sunbelt Business Brokers of Lafayette, LA"

Editor's Note: Community Press supports the efforts of the Wrights to find their daughter.

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at the iFix IT Central store for all
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2013 Football Schedules Announced

Private Schools Face Separate Playoffs

BATON ROUGE — Because of new rules adopted by the Louisiana High School Athletic Association, private schools face the 2013 football season with uncertainty. The state's traditional football playoff system has been scrapped by a controversial vote of the principals who govern the LHSAA. Starting this year, private schools and other "select" schools will compete for state championships among themselves, separate from public schools. However, all schools, public and private, will compete as usual for district championships. Here are the schedules for private schools in Baton Rouge.

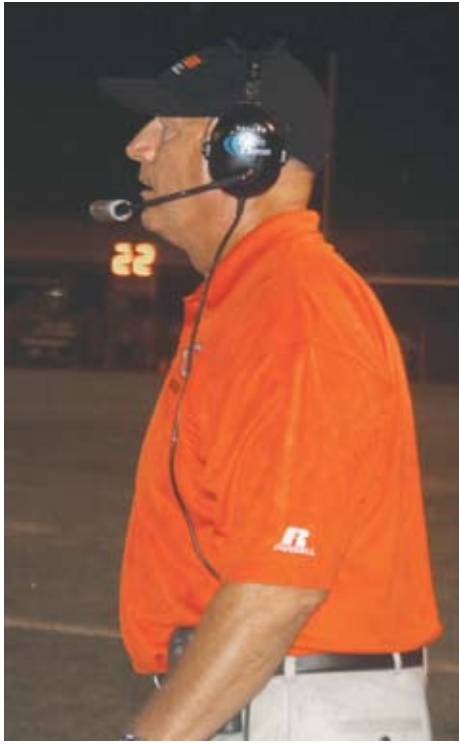
Catholic High		
Sept. 6	Parkview	H
Sept. 13	Mandeville	H
Sept. 20	Denham Springs	H
Sept. 28	Archbishop Rummel	A
Oct. 4	Salmen	H
Oct. 11	St. Amant	A
Oct. 18	Dutchtown	H
Oct. 25	McKinley	H
Nov. 1	Woodlawn BR	A
Nov. 8	East Acension	A

Christian Life		
Sept. 6	False River	H
Sept. 13	E. Iberville	A
Sept. 20	Acension Cath	A
Sept. 27	Haynes Academy	H
Oct. 4	Albany	H
Oct. 11	Madison Prep	H
Oct. 17	Varnado	A
Oct. 25	Southern Lab	H
Nov. 1	Kentwood	A
Nov. 8	Hanson Memorial	H



GROWING RIVALRY — Parkview and Catholic High open their regular seasons against one another on Friday, Sept. 6. Parkview won 39-34 in a thriller last year. Shown above: Coach Kenny Guillot (left) of Parkview and coach Dale Weiner of Catholic.

Dunham High		
Sept. 6	St. Stanislaus, MS	H
Sept. 13	Ascension Cath	H
Sept. 20	St. John	A
Sept. 27	E. Feliciana	H
Oct. 4	Northeast	A
Oct. 11	Redemptorist	H
Oct. 18	Episcopal	A
Oct. 25	Istrouma	A
Nov. 1	Capitol	H
Nov. 7	Open	A



Episcopal		
Sept. 6	N. Vermillion	H
Sept. 13	St. John	A
Sept. 20	Country Day 4 p.m.	A
Sept. 27	Istrouma	A
Oct. 4	Ascension Cath	H
Oct. 11	E. Feliciana	A
Oct. 18	Dunham	H
Oct. 25	Northeast	A
Nov. 1	Redemptorist	H
Nov. 8	Capitol	H

Parkview Baptist		
Sept. 6	Catholic B.R.	A
Sept. 13	Broadmoor	H
Sept. 20	Sarah Reed	H
Sept. 27	Baker	H
Oct. 4	Brusly	A
Oct. 11	Univ. Lab	H
Oct. 18	Glen Oaks	A
Oct. 25	Port Allen	A
Nov. 1	Open	H
Nov. 8	W. Feliciana	H

Redemptorist		
Sept. 6	Terrebonne	A
Sept. 13	Port Allen	H
Sept. 20	Madison Prep	H
Sept. 27	Capitol	A
Oct. 4	E. Feliciana	H
Oct. 11	Dunham	A
Oct. 18	Istrouma	H
Oct. 25	Belaire	H
Nov. 1	Episcopal	A
Nov. 8	Northeast	H

St. Michael		
Sept. 6	Walker	A
Sept. 13	De La Salle 6 p.m.	A
Sept. 20	Live Oak	H
Sept. 27	Loranger	A
Oct. 3	Jewel Sumner	A
Oct. 11	Lutcher	A
Oct. 18	Broadmoor	H
Oct. 25	Tara	H
Nov. 1	Plaquemine	A
Nov. 7	Belaire	H

Parkview, which won the State 3A Championship last year, will now compete against teams such as John Curtis and Evangel.



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What's Happening in BR Area



CAYL 2013 9 AND 10 YR. OLD DRAFT CHAMPIONS — Team members are (top row left to right) Coaches Robert Kelley, Gabe Kelley and Ron Wilson. (Middle row) Nathan Minson, Evan Kelley, Colby Curcio, Trip Wilson, Shawn Blount, and Jayden Frazzio. (Bottom row) Nathan Altazan, Chase Tucker, Hayden Worthington, Tyler Sandoval, Robby Wells, Johnathon Brue, and Troy Falgout. Not pictured is Nicholas Barnes.

BATON ROUGE — Events coming up in and around the capital city:

August 2 through 30 Friday Night Worship Foster Road Baptist Church
During August, join us for a Fellowship Meal and Worship Service on Friday Nights. 6 p.m. meal and 7 p.m. worship, August 2, Bro. Josh Burnham, Pastor, FBC Gramercy, August 9, The Tero Family, Old Paths Baptist Church, Clinton, August 16, Bro. George Guillory, pastor, Glen Oaks Baptist Church, August 23, Bro. and Mrs. Wilton McMorris, student pastor at Greenwell Springs Baptist Church and August 30, Bro. Keith Horton, Pastor, FBC, Plaquemine.

Saturday, August 10 Nurse Betsy Braud • 10 a.m.
Watercolor – Experience the joy and freedom of watercolor painting in a family art workshop inspired by Walter Anderson. This Saturday

Arts for Families program at the LSU Museum of Art, located in the Shaw Center for the Arts, 100 Lafayette St., is free and takes place on the fifth floor. All ages welcome.

Monday, August 12 Blue Star Moms • 6 p.m.
Geaux Seven Chapter of Blue Star Moms meeting at Caliente’s Mexican Restaurant, 14455 Wax Rd., Central.

Saturday, August 17 Istrouma Class of 1973 Reunion
Istrouma High Class of 1973 will hold its reunion at Kristenwood, 14025 Greenwell Springs. Contact Rhona C. Watson, 654-7716 or rcw51055@aol.com or Debbie Wellman, 261-8358.

Saturday, August 17 Central Class of 1988 Reunion
CHS Class of 1988 will hold a reunion at Boudreaux and Thibodeauxs in downtown Baton Rouge. For more information, call Theresa Thibodeaux at 225-315-3453

Tuesday, August 27 Sen. David Vitter Forum

The Chamber of Commerce of East Baton Rouge will host a forum for Sen. David Vitter at 11:30 a.m. on Tuesday, Aug. 27 at Café Américain, 7521 Jefferson Hwy.

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BASEBALL TRYOUTS — Through Aug. 10th, Scrappers Baseball 9AA/AAA tournament team for 2013-2014 season. For more info call Joey Samson 225-247-9822 or Tiger Holt 225-276-5367 or email scrappersbaseball@yahoo.com. 08/01/2013

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Anniversaries • Reunions

HENSON, COCKERHAM

Jenna Henson and Lyle Cockerham will marry Sept. 13 at St. Alphonsus Catholic Church in Central.

BIRTHS

Corbin James LeBlanc was born May 25, and Hayes Matthew Holaway was born June 27.

Jenna Henson, Lyle Cockerham to Marry Sept. 13

CENTRAL — Jenna Leigh Henson and Lyle Garrett Cockerham, both of Central, will marry in a 7 p.m. ceremony on September 13, 2013 at St. Alphonsus Catholic Church.

The bride-elect is the daughter of Gary and Sally Henson of Central. She is the granddaughter of M.C. and Betty Henson of Pierre Part and the late Leo and Sallie Nijoka of Central. Jenna is a graduate of Central High School. She is a purchasing assistant of Iberville Companies, LLC in Baton Rouge.

Her fiancé is the son of Tony and Jeannie Cockerham of Central. He is the grandson of Donald and Barbara Simoneaux and Reda Cockerham and the late Robert Cockerham. Lyle is a graduate of Redemptorist High School. He is a safety training coordinator for SGS



Jenna Henson and Lyle Cockerham

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Public Meeting Metro Council Meeting

Metro Council meets on the 2nd and 4th Wednesdays of each month at 4 p.m. at the Metro Council Chambers.

Births

Corbin James LeBlanc

Luke and Amber (Gayle) LeBlanc of Watson are proud to announce the birth of their son, Corbin James. He was born on May 25, 2013 at Woman's Hospital. He weighed seven pounds and was 20 inches long. Proud grandparents are Jeri Chaney of Central, Randy and Diana LeBlanc of Baton Rouge and the late Walter Gayle of Central. Great Grandparents are W.J. LeBlanc and Verne Clause of Carencro, and Harris and Helen LaPoint of Abbeville. Proud aunts and uncles are James and Jessica Pursifull and Justin and Ashley LeBlanc, all of Central.



Hayes Matthew Holaway



Jacob Holaway and Amber Romero of Central are proud to announce the birth of their son Hayes Matthew Holaway. He was born on June 27, 2013 at Wom-

an's Hospital. He weighed seven pounds and eight ounces and was 21 inches long. Proud grandparents are Mike and Joni Holaway of Central, Randy and Donna LeBlanc of Erath and Kendall Romero of New Iberia. Great grandparents are George and Marie Holaway of Baker, Lena Mae Aime of Sorrento and Sybil Romero of New Iberia. Proud aunts and uncles are Joey Holaway and Matt and Jessica Walker, all of Central. Godparents are Derek Myers of Central and Amber Trahan of New Iberia.

Deaths

Morris Eugene McDowell

Morris Eugene McDowell, 83, passed away on Tuesday, July 30, 2013 at his home in Central. He served and defended his country in the United States Army during the Korean War. He also served his community through the Central Masonic Lodge #442. Visitation was held at Seale Funeral home on Thursday, August 1, from 9 a.m. until service at 1 p.m., officiated by Dr. Kevin Hand. Burial was at Zoar Baptist Church Cemetery. Survived by his wife of 54 years, Faye Griffin McDowell; daughter, Vicki McDowell Pepper and husband, Wayne; son, Steven Mitchell McDowell, Sr. and wife, Stacy; grandchildren, Molly, Jeremiah,

Jamie, Steven "Mitch", Jr. and Sophia Marie McDowell, Misti Pepper, and Casey Corbin; great-grandchildren, Tristin, Kaitlyn, Hayden and Dylan; sisters, Elsie McDowell and Faye Sylvest; as well as many other relatives and dear friends, including his faithful companion who was always by his side, Boobie. He was preceded in death by two sons, Michael "Mick-ey" Morris McDowell and Richard Eugene McDowell; parents, Louis R. and Mattie McDowell; brother, Louis McDowell; and sister, Betty Leffel. In lieu of flowers, donations may be made to the Masonic Dyslexia Foundation at www.childrensdyslexiacenters.org. Please sign the online guestbook at www.sealefuneral.com.



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Central Wildcats Prepare to Defend Title

Photos by Woody Jenkins



CENTRAL WILDCAT SENIORS will take the lead in defending their five straight District 4-5A championships.



CENTRAL HIGH COACHES say the 2013 Wildcat team is heavy on talent.

Continued from Page 1

year did not comply with LHSAA rules. The family resides within the Central school district. Henderson said that he had informed Central High of the three major reasons for his ruling.

Hayes participated in spring training with the Wildcats in May and started at quarterback for Central in the spring game against Northside.

Henderson said Central has the right to appeal his ruling to the

Executive Committee of the LH-SAA. That body is composed of 25 members, including 18 principals, two coaches, an athletic director, a school board member, a parish superintendent, and a representative of the state Department of Education. Henderson said he could call an emergency meeting of the committee next week to resolve the issue or the Executive Committee could consider the matter at its Sept. 4 Hardship Committee meeting. Henderson said he recommends the Hardship

Committee meeting, even though it is only two days before the first game of the season. "A number of the members of the committee will be here in person, rather than by conference call, and that gives you the opportunity to present your case face to face," he said.

Hayes impressed coaches with a solid performance in the spring game. One coach said Hayes is a fine young man and a pleasure to coach. If the appeal is rejected, Hays would have the option to return to McKinley and compete for that team. But he reportedly intends to stay at Central, regardless of the outcome.

He is the son of Lionel and Tiffany Hayes.

Central High School Varsity Schedule

All Games Friday at 7 p.m.

Sept. 6	Istrouma	H
Sept. 13	Morgan City	H
Sept. 20	Jesuit	H
Sept. 27	McKinley	A
Oct. 4	Scotlandville	A
Oct. 11	Denham Springs	A
Oct. 18	Zachary	H
Oct. 25	Broadmoor	A
Nov. 1	Walker	H
Nov. 8	Live Oak	H

Central High Jr. Varsity 2013 Schedule

Sept. 6	St. Amant	H
Sept. 13	Catholic	H
Sept. 20	Open	H
Sept. 27	McKinley	H
Oct. 4	Open	H
Oct. 11	Denham Springs	H
Oct. 18	Zachary	A
Oct. 25	Broadmoor	H
Nov. 1	Walker	A
Nov. 8	Live Oak	A

Central High Freshmen 2013 Schedule

Sept. 6	St. Amant	A
Sept. 13	Catholic	A
Sept. 20	Open	H
Sept. 27	McKinley	A
Oct. 4	Scotlandville	H
Oct. 11	Denham Springs	A
Oct. 18	Zachary	H
Oct. 25	Broadmoor	A
Nov. 1	Walker	H
Nov. 8	Live Oak	H

The Wildcats play their opening game Sept. 6 against Istrouma.



Photos by Woody Jenkins

WILDCATS building camaraderie for days ahead

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