

Capital Radio Wars — Part II — Country

Country Radio War



Sam McQuire at WYNK, 101.5

Since 1962, WYNK Has Been BR Country Giant

BATON ROUGE — Bob McGregor launched WYNK in 1962 and brought along his conservative values and love of country music. Baton Rouge's first country music radio station was born. Today, more than 50 years later, everything has changed, but Baton Rougeans' love of country music seems to be progres-

sively stronger each year. Sam McQuire, the mastermind behind much of WYNK's current success, says the goal of the station is not to be the No. 1 country station in Baton Rouge but to be the top-rated station in the entire market. "Our focus is not on the competition but on our listeners, providing the best See **WYNK** on Page 3

Country Music: Radio Format That's Uniquely All-American

Woody Jenkins
Editor, Capital City News

BATON ROUGE — While classical music, opera, and rock and roll are worldwide phenomena, country music is uniquely an American invention. Country music is "Made in the USA!" and country music fans love the Red, White, and Blue.

In 1962, a crusty conservative businessman named Bob McGregor launched WYNK, the first country music radio station in the Baton Rouge market.

Today, country music is probably the most popular format on radio, and that is also true in Baton Rouge.

Baton Rouge has three country music stations — WYNK, now owned by Clear Channel, and The Tiger 100.7 and Country Legends 104.3, both owned by Baton Rouge station group Guaranty Media Ventures.

WYNK is the longtime country giant, while Guaranty is the strong challenger.



Gordy Rush of The Tiger 100.7 and Country Legends

Guaranty Offers Market Two BR Country Stations

BATON ROUGE — For nearly 50 years, Guaranty Broadcasting — now Guaranty Media Ventures — has been a force in Baton Rouge broadcasting, first as the owner of WAFB-TV (until 1988) and now as owner of five local radio stations. Long-time CEO George Foster, Jr., now in his late 80's and officially retired,

still comes to work at the company's headquarters on Government Street — the old Baton Rouge General Hospital. Mr. Foster's son Flynn heads up the media properties, as well as Guaranty Income Life. Today, Guaranty and the Fosters are deeply involved in the Capital Radio Wars. See **GUARANTY** on Page 3

Conservative Voice in Upcoming Legislative Session

Barry Ivey Elected to Louisiana House

Businessman, 33, Upsets Popular Councilman 53-47

CENTRAL — Republican Barry Ivey swept to an upset victory Saturday in a special election to fill a vacancy in the Louisiana House of Representatives from District 65. Ivey, a 33-year-old business owner, defeated Metro Councilman Scott Wilson by a margin of 53 percent to 47 percent. He will replace Rep. Clif Richardson (R-Central), who resigned for health reasons.

Ivey received 2,202 votes to Wilson's 1,953 and carried all but three precincts in the district. He won majorities in both parts of the district — Central and Southeast See **BARRY** on Page 4



ELECTION VICTORY — State Rep.-elect Barry Ivey (R-Central), center, celebrated his election victory Saturday night with wife Julie and campaign aide Cameron Cook.

Republicans to Hear Plans for SE BR Schools At 12 Tuesday

BATON ROUGE — Leaders of the effort to launch a new independent school district in Southeast Baton Rouge will address the Ronald Reagan Newsmaker Luncheon next Tuesday. Norman Browning and Lionel Rainey III of Local Schools for Local Children will discuss legislation for the upcoming legislative session. The reception is at 11:30 a.m. and lunch at 12 noon at Café Américain, 7021 Jefferson. Lunch is \$15. RSVP to richie@richieedmonds.com.

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Editor & Publisher
Business Manager
Graphic Artist
Business Specialist



Woody Jenkins
Candi Lee
Terrie Palmer
Jolice Provost

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Photos by Woody Jenkins



REP. JOHN BEL EDWARDS of Amite has announced his candidacy for governor in the 2015 elections as a Democrat.



JUDGE FRANK POLOZOLA, respected retired U.S. District Judge, passed away last week after a long bout with cancer.

2013: A Year of Decision

Should Eric Holder, George Soros Have Your Social Security, Drivers License Numbers, and Your Mother's Maiden Name?

Judge James Brady Could Turn Over Your Personal Data To Feds, Far Left

BATON ROUGE — U. S. District Judge Jim Brady is on the verge of making an historic decision that could compromise the private personal information of all 2.9 million registered voters in Louisiana. That includes you, if you are registered to vote in this state.

A suit filed by U.S. Attorney Don Cazayoux on behalf of Attorney General Eric Holder seeks to obtain your personal Social Security number, your drivers license number, and your mother's maiden name. See www.voteguards.org/images/Louisiana%20Court%20Request.pdf

It's an important part of suits filed by Holder and a gaggle of left-wing organizations alleging that Louisiana Secretary of State

Tom Schedler has systematically violated the voting rights of poor people in Louisiana. This false allegation is merely a ruse to obtain this very sensitive information about each voter in Louisiana.

If the past is any indication, the DOJ will immediately hire a company named Catalist to analyze the data. Catalist is hired by DOJ without public bid. Once the information is in the hands of Catalist, there is no effective way to protect it from misuse.

Tom Schedler has offered to provide DOJ and the left-wing plaintiffs a copy of the state's voter files — but without sensitive personal information such as Social Security numbers, drivers license numbers, and mother's maiden names. But DOJ and the others have vigorously rejected that offer.

They are also adamant about obtaining another key piece of information — the codes that protect the integrity of the voter files.

Catalist is a for-profit company that serves "progressive" clients such as ACORN. It began with

\$1 million provided by billionaire leftist George Soros. Catalist maintains a database of 180 million America voters, and it uses the data to elect far-left Democratic candidates.

Once your personal data is compromised, it will be out there in the world, and humpty-dumpty can never be put back together again.

As disturbing as this is on a personal level, the effect on our politics and our government will be even more dramatic.

The goal of DOJ, the radical plaintiffs, and Catalist is not to protect voting rights. Louisiana already has the 4th highest rate of voter registration in the nation. There is no discrimination in voter registration in this state.

The goal of the suit is to obtain information which will ultimately be used for political purposes. The data contained in the private infor-

mation in the voter files is powerful enough to win almost any election — and to turn a red state like Louisiana into a blue state.

Almost everything Obama and his Confederacy of Fools does right now is aimed at the mid-term elections in November 2014. The goal is to takeover the House of Representatives, so that Obama's radical agenda can be enacted into law during the next two years.

Where many people have gone wrong in their analysis of Obama's reelection last year is this: They think the American people rejected Republican policies and embraced Obama's agendas. That is far from the truth. The truth is, the Obama group is strong on technology, especially the technology of compiling data on voters and using that data to manipulate the outcome.

Armed with your personal data, they will be almost invincible, and it will be checkmate.

We pray that Judge Brady will not order our personal data to be violated, and we pray that Secretary of State Schedler will not be intimidated into providing that data and violating our right to privacy.



Woody Jenkins

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Central City News is distributed primarily in the City of Central

NOTE: Both newspapers cover news in Central

Thursday, Mar. 14	Central City News	Thursday, April 25	Central City News
Thursday, Mar. 21	Capital City News	Thursday, May 2	Capital City News
Thursday, Mar. 28	Central City News		Baker 125th Birthday
Thursday, April 4	Capital City News	Thursday, May 9	Central City News
Thursday, April 11	Central City News	Thursday, May 16	Capital City News
Thursday, April 18	Capital City News	Thursday, May 23	Central City News
	Health & Fitness	Thursday, May 30	No paper

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3 Stations Are Building Country Market Share

WYNK vs. Tiger & Country Legends

WYNK Wants to Keep Its Lead in Country, Surge To No. 1 Overall

Continued from Page 1

music, the best production, the best promotions, the best contests, and the best community involvement.”

“We want WYNK to be well-rounded and truly reflect the lifestyle of Baton Rouge and southeast Louisiana. We know there is competition out there, but that is out of our control. We want to reflect the mind set of our listeners. We want to be a lifetime experience that touches listeners. So we want to keep listening to what they tell us,” McQuire said.

WYNK is owned today by Clear Channel, which has 1,200 radio stations across the United States.

While out-of-state ownership may seem like a negative, McQuire disagrees. “On a day-to-day basis, it makes little difference,” he said. “We have a committed team of people who are part of this community serving it everyday.”

Market manager Michael Hudson went to his computer to demonstrate some of the advantages of being associated with Clear Channel. He showed an impressive variety of services for local advertisers and for stations themselves that few individual stations or station groups could hope to offer.

WYNK offers a live line-up of mostly local talent from 5 a.m. to 12 midnight. Local personalities are in-tune with what’s going on in the community throughout the day.

News is offered in the morning. The station interrupts regular programming when there is a “big event” and turns over news coverage to WJBO, the group’s news/talk station in Baton Rouge.

McQuire said the music business has changed dramatically in recent years with the rise of two large conglomerates — Sony and Universal. That in turn has led to the rise of new competitors, such as Big Machine.

Country music has also gone through tremendous change over

See WYNK on Page 15



Taylor Swift, popular 23-year-old singer and composer

Gordy Rush Named La.’s Broadcaster Of the Year

BATON ROUGE — Gordy Rush, market manager for Guaranty Media Ventures in Baton Rouge, has been named Louisiana’s Broadcaster of the Year by the Louisiana Broadcasters Association. The award is given to the top owner or general manager in the state. Rush formerly won the organization’s “Golden Mike Award.”

Guaranty Fields Two Country Stations, Serving Younger, Older Demos in Market

Continued from Page 1

With the country music format seizing a growing share of radio listenership, Guaranty made the unusual move of devoting two of its five stations to country music — The Tiger 100.7 and Country Legends 104.9.

While the company could be charged with “competing with yourself,” market manager Gordy Rush sees it differently. The stations are sold to advertisers as a combination buy, allowing advertisers to reach the entire combined audience.

Both stations feature live hosts and lots of interactivity with listeners. But The Tiger 100.7 runs popular current hits and reaches a large audience of listeners 18-49, while Country Legends 104.9 airs the best of country from the past and local artists. It reaches listeners in the 45-65 age category. “The stations are like bookends,” Rush said.

So far, the strategy seems to be working. While WYNK is the top country station in the market, Rush has rating numbers that show his combined audience from The Tiger and Country Legends running neck and neck with WYNK.

Guaranty’s operations manager, Dave Dunaway, was just named one of the top 25 program directors in the nation by *Radio Ink* magazine. For Dunaway, knowing what to play and when to play it is a science where mistakes can be very costly.

Rush said the family values of country music and his country sta-

tions are a perfect fit for the Baton Rouge market. He is proud of some of the unique things the stations are doing. One prime example is Roland Doucet’s Swamp Pop Cafe from 11 to 1 p.m. weekdays on Country Legends. Roland is something of a legend himself, espe-

See TIGER on Page 14



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Barry Ivey Brings Strong Conservative

Continued from Page 1
Baton Rouge.

Ivey is a graduate of Central High and earned a B.A. in finance from LSU. He is the president and CEO of Pinnacle Precision Services, LLC, which works in nuclear power plants across the country.

He has four children and is active in Victory Harvest.

During the campaign, both candidates took a strong conservative stand on the issues.

More than 50 Ivey supporters gathered to watch the returns at TJ Ribs Saturday evening. After learning the results, Ivey told supporters that he was humbled to have the opportunity to represent the district and very grateful for all those who supported his candidacy.

On Wednesday, Ivey said he had received more than 100 congratulatory calls from supporters, legislators, lobbyists, and others. They included Gov. Bobby Jindal, U.S. Sen. David Vitter, Congressman Bill Cassidy, Sen. Bodi White, and State Rep. Valarie Hodges.

Ivey said, "I want to make a difference for our state and our community. I am so thankful to everyone for their prayers and support. Please keep praying for me and please continue to give me your support."

The new state representative-elect met with House Speaker Chuck Kleckly Wednesday and several members of the House staff. He will be sworn into office soon and will have an additional ceremonial swearing in on the first day of the legislative session.

Ivey said he took a look at a list of openings on House committees



Photo by Woody Jenkins

VICTORY CELEBRATION — State Rep.-elect Barry Ivey thanked supporters gathered to watch election returns last Saturday night at T. J. Ribs. Shown (left to right) are niece Lillian Adams, mother-in-law Pepper Brunet, Scott Wilfong, wife Julie Ivey, State Rep.-elect Barry Ivey, pollster Bernie Pinsonat, campaign aide Cameron Cook, political consultant Rhett Davis, and (seated) Everett Estep.

and will make a formal request for committee assignments soon.

Ivey said Wednesday that he is nearing a decision on a site for a legislative office and on hiring a legislative assistant.

In an interview Wednesday, political consultant John Couvillion, who worked for Scott Wilson in the race, gave his analysis of the election. Couvillion said:


"The two most important things about this election were that it was 1) a special election 2) between two Republicans with similar philosophies."


"This virtually guaranteed a low turnout election. In these circumstances, Democrats and independents are much less likely to vote. So frequent-voting Republicans were the ones who would decide


the election."

"There was also a geographic component, because the district is divided by the Comite River. The majority of the district is in Central, but a significant portion of the district is south of the Comite in southeast Baton Rouge."

"Barry Ivey ran a well-funded campaign and made good use of mail to reach voters. He ran a very

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Message to Legislature's Spring Session

March 2, 2013 Election House District 65		Ivey	Wilson
1-89	Episcopal High School	62	41
1-97	DPW East Lot	19	14
1-98A	Wedgewood Elementary	65	32
1-98B	Wedgewood Elementary	72	22
3-1A	Grace UPC	124	122
3-1B	Grace UPC	141	123
3-6A	Central Middle School	84	67
3-6B	Central Middle School	67	75
3-9A	St. Alphonsus Catholic School	108	95
3-9B	St. Alphonsus Catholic School	147	135
3-12A	River Oaks Elementary	45	30
3-12B	River Oaks Elementary	36	30
3-14A	Central Middle School	96	109
3-14B	Central Middle School	65	98
3-21A	Southeast Middle School	37	14
3-21B	Southeast Middle School	44	20
3-25A	Central High School	67	71
3-25B	Central High School	74	53
3-26A	Bellingrath Hills Elementary	122	117
3-26B	Bellingrath Hills Elementary	101	108
3-28A	BREC - Forest Park	37	32
3-28B	BREC - Forest Park	33	28
3-30A	Tanglewood Elementary	111	102
3-30B	Tanglewood Elementary	93	98
3-32A	Eastside Volunteer Fire	45	32
3-32B	Eastside Volunteer Fire	47	40
3-46	Bellingrath Hills Elementary	135	121
3-54	BREC - Hamilton Ave. Rec Center	2	10
Early Voting		123	114
TOTALS		2,202	1,953



CELEBRATING the election of Barry Ivey to the Louisiana House were (left to right) Tonya Ayers, Julie and Barry Ivey, Stephen Ayers, and Thomas Ayers.



GOP LEADERS included Jr. Shelton of Central, Dr. Karla Doucet, Charles Davis, and Ryan Cross of Baker.



IDENTICAL TWIN — Brandon Ivey, (left) two inches taller than brother Barry, came down from Nashville for the election.

aggressive campaign and had a strong grassroots effort.”

“Our candidate, Scott Wilson, was popular in the district but he was hampered by a surprising thing — the fact that he was unopposed for reelection to the Metro Council last fall. As a result of that, he had not been on the ballot in almost five years. In that situation, your name recognition naturally drops.”

“In the election itself, while the

two candidates had similar philosophies, they positioned themselves differently. Ivey decided to run on popular conservative issues. Wilson decided to run based on his experience on the Metro Council. It was issues vs. experience.”

“Ivey split Central and carried southeast Baton Rouge by a larger margin. Ivey succeeded in connecting with the Republican voters who showed up on election day.”



Thank You!

Friends,

Thank you for electing me to serve in the Louisiana House of Representatives.

I would also like to thank God for the strength to endure, and my wife for being a true partner in this endeavor to make a difference in our community. Working together, we have won an amazing victory and have proven that with hard work and dedication all things are possible.

I am not a polished politician or talented speaker. I am just an ordinary taxpayer who is fed up with our government.

This election was a victory for all the ordinary citizens who want change.

Barry Ivey

Paid for By the Barry Ivey Campaign

BARRY

IVEY

STATE REPRESENTATIVE

Chamber EBR Gun Training Program

Ladies Pack Out First Class, More Openings April 4

BATON ROUGE — The Baker Range was packed out last Saturday for the first Chamber of Commerce of East Baton Rouge Gun Training Program.

A total of 34 local residents, mostly women, completed the four-hour course, which included classroom instruction by former Sheriff Greg Phares and firearms instructor Gordon Hutchinson. Most of the classroom work was on understanding how firearms work, the parts of a gun, handling firearms safely, and loading and unloading. Phares said, "The first rule is never point a firearm at anything unless you intend to destroy it."

After the classroom instruction, the students went to the firing range, where they had one-on-one instruction on firing their own gun, if they brought one, or a firearm provided by the instructors.

Coroner Dr. Beau Clark, who has served on the Sheriff's SWAT team, was one of eight instructors who provided one-on-one training.

Phares said, "This kind of personalized training is really the only kind that works effectively."



Photo by Woody Jenkins

CORONER DR. BEAU CLARK provided firearms instruction to Carole Thomas, owner of TigerBucks, at Chamber EBR classes.

For some of the students, it was an emotional experience. One middle-aged lady was living in fear at her home but was deathly afraid of firearms. She was shaking as she touched her

gun and nearly passed out when the lady in the next lane began to shoot. But, with the help of a lady instructor, within 10 minutes, she underwent a miraculous transformation. She learned



FORMER SHERIFF GREG PHARES at gun training program.



GORDON HUTCHINSON, a well-known firearms instructor, helped organize the Chamber EBR gun training program at the Baker Range.

to adopt a shooter's stance and was pumping bullet after bullet in the bull's eye. With a smile, she turned and said, "That was fun!" She said she has more self confidence and will feel

much safer in her home. Former Sheriff Phares said, "For ladies, a firearm is the great equalizer." The Chamber EBR will announce details soon on how to register for April 4 class.

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Department of Biostatistics is conducting a research project on osteoporosis. If you are eligible to participate you would receive at no cost to you a *Bone Health Assessment* which includes a bone density test.

You will receive compensation for the one-time, 1-hour visit. Weekday, M-F 9 a.m. - 3 p.m. appointment times are available.

Eligible subjects must meet the following criteria:

- Be at least 18 years of age.
- Be free of any condition on exclusion criteria
- No severe uncontrolled chronic diseases.
- Be willing to attend the scheduled exam for bone densitometry and muscle strength measurements and to have a small amount of blood drawn.

If you would like to learn more about your bone and related health and be a participant in this study, please contact our research staff at *Louisiana Osteoporosis Study (LOS)*

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NOTICE FOR BIDS

FOR LEASE FOR HUNTING and FISHING PURPOSES

Sealed bids will be received by the Central Community School System by Michael Faulk, Superintendent, 10510 Joor Road, Suite 300, Baton Rouge, Louisiana, 70818, until Wednesday, March 27, 2013, 10:00 A.M. for the lease for hunting and fishing purposes only of the following described property:

On Highway 64: 373 +/- acres located in Section 16 of Township 5 South, Range 2 East, East Baton Rouge Parish, Louisiana

Complete bid documents including the Lease Contract may be obtained from Michael Faulk, Superintendent, 10510 Joor Road, Suite 300, City of Central, Louisiana, 70818.

All bids submitted must be accompanied by a cash payment or a certified or cashier's check in a sum equal to one year's rental or lease amount.

The successful bidder will be required to furnish certificates of insurance and copies of insurance policies providing the coverages specified in the bid documents.

The bids will be awarded in accordance with R. S. 17:87.8. The Owner reserves the right to reject any and all bids and to waive any informalities incidental thereto.

**Dr. James Gardner, President
Central Community School System**

The Hard Hat

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SABEL STEEL workers Swazy Cole (left) and Anthony Hudson.

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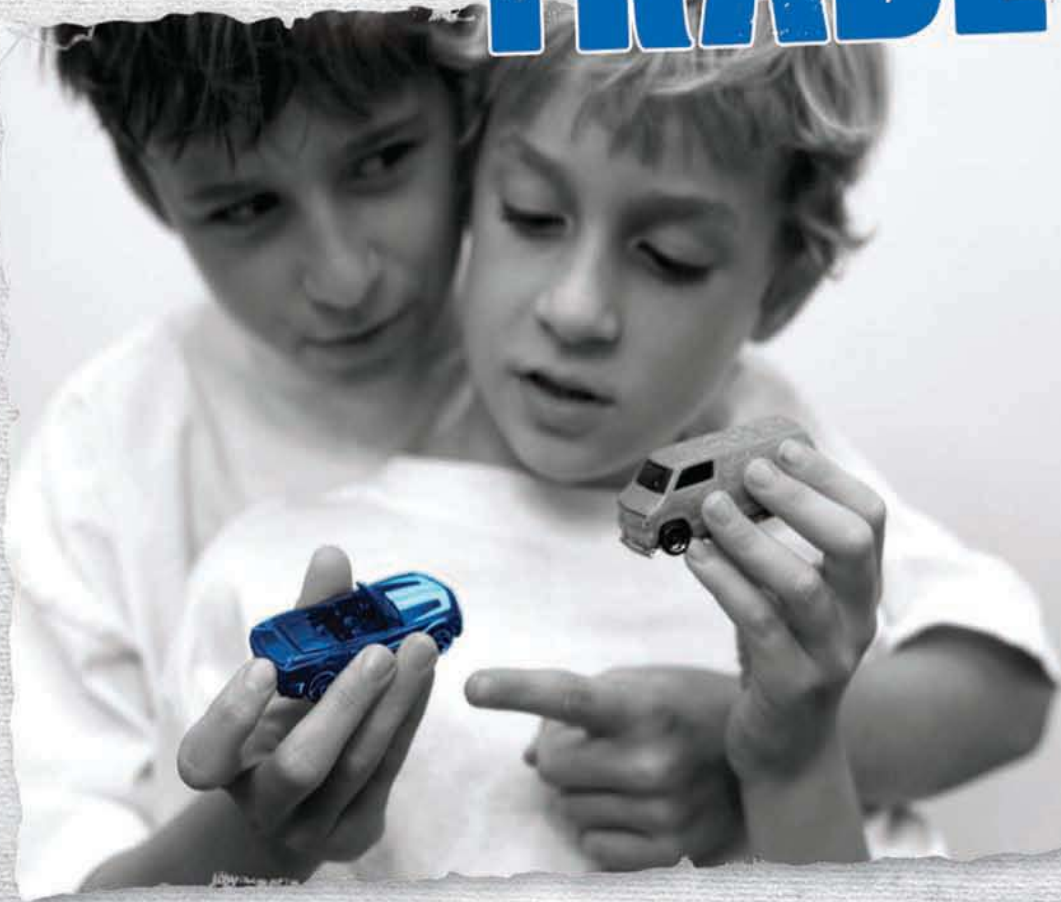
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GM Cable: A Leader in Telecommunications



Michelle and Gil Matherne, Scott Martel and Brad McFearin, and Scott Miller and Gil Matherne

CENTRAL — Company Profile. “Our company’s mission is to continually strive to improve the standards of quality in an ever-changing world of communications and broad-band technology through cabling, outside construction, and network design. We do this by providing consumer-driven services and support that deliver value to our customers. We are dedicated to providing efficient, cost-effective facilities that generate superior performance and reliability, and we have established a reputation for meeting and often exceeding our customers’ expectations.”

Company Services. “GM Cable provides our customers with LAN/WAN design and engineering; CCTV/Video surveillance; voice, data, and video networks; directional boring; outside plant design and construction; fiber optic design

and installation; aerial construction, and on-site employees for man-power contracts. Our extensive customer base includes universities, community colleges, public and private schools, state government, municipalities, and plants and hospitals. Our vehicles serve Louisiana, Texas, Mississippi, Alabama, and Florida, and sometimes states as far as Pennsylvania and Missouri. At times, the company accepts international business.”

Company Founder. “Gil Matherne, a Central resident for 36 years, incorporated the business in 1984. Through the years, he guided the business from a one-man shop to a company with over 80 employees. His hard work and determination; as well as the commitment of his wife Michelle, the controller of the company; their son, the outside construction project manager;

their daughter, a CPA and assistant controller; their son-in-law, an RCDD and project manager; and a very talented and skilled workforce have teamed with all the GM Cable family to become one of the largest telecommunications companies in the region. Longevity of employment is usually a key factor in determining the strength of a business. It is noteworthy that GM Cable has multiple employees with more than 10 years of service.”

Overview. “Not only does GM Cable have an outstanding reputation in the telecommunications industry, but affiliated companies Myco-Com, Inc. and GMAC, LLC can hold their own in their respective fields. The company has more than 50 vehicles on the road, and the majority of the fuel purchased comes from here in Central, helping Central remain strong and prosper-

ous. GM Cable is known around the community for its various charitable contributions. The company has been a supporter of many community-wide events, Central’s public and private schools, and area churches. GM Cable has donated equipment and man-power to remove debris from Central homes after hurricanes and storms and donates to many causes on a regular basis.”

“Over the years, GM Cable Contractors, Inc. has worked hard to establish itself as one of the most trusted contractors in the state of Louisiana. They take pride in the company and the Central community.”

“GM Cable has an outstanding reputation in its field of work, in large part because of its highly-trained employees who stand by the company and its values.”



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Trade Construction Keeps on Building



Trade Construction craftsman welding on a pipe fabrication (left) Owners Brennan Easley and Andi Kirkpatrick of Trade Construction.

CENTRAL — Since 1982, Trade Construction Company has been providing consistent, quality fabrication and construction services to customers in Greater Baton Rouge and beyond. In the three decades since Will Easley and a few partners started the company, Trade Construction has steadily grown into one of the Baton Rouge area's most successful family-owned businesses.

The company began as a full-service industrial construction contractor primarily for the petrochemical industry. Today, Trade Construction offers a broad range of services in the areas of pipe fabrication, pipeline equipment, and industrial construction. Over the years, the company developed a niche in pipe fabrication. Performing pipe fabrication directly for external custom-

ers now accounts for 50 percent of the company's total volume. Trade Construction can fabricate for simple projects as well as complex, large-scale jobs.

Will Easley retired in 2011, and today Trade Construction is owned by his children, president Brennan Easley and CFO Andi Kirkpatrick. Under their leadership, the company is experiencing a period of significant growth.

In January of 2012, Trade Construction acquired Four Star Industrial Contractors, a Baton Rouge-area business that, like Trade Construction, was primarily in the pipe fabrication industry. Brennan Easley says Four Star fits well with Trade Construction's culture and corporate philosophy. "We have the same regard toward quality, safety, and simply doing things right," he

explains. With the addition of Four Star, Trade Construction now has 115 full-time employees.

Since joining the company in 2000 and taking over operations in 2008, Easley also has expanded the company's customer base. "Historically, we've worked in the Gulf Coast region," he says. "Now, we send our pipeline equipment all over the country. We've worked on projects from Idaho to Pennsylvania."

Trade Construction's clients include BASF, Williams Gas Pipeline, Northwest Pipeline, Cajun Industries, Boh Brothers, James Construction, Turner Industries, and ExxonMobil, among others.

The company, which is headquartered in the city of Central, recently added a new 16,000-square-foot, state-of-the-art pipeline equipment

manufacturing shop next to its existing pipe fabrication facility. This will not only expand Trade Construction's capacity, it will also improve production efficiencies, as employees will be better able to share resources and knowledge.

That's important because Trade Construction boasts an experienced staff, some of whom have been with the company since day one. And, despite technological advancements in the industry, "At the end of the day, you still must have solid craftspeople to execute the work," Easley says.

Kirkpatrick, who joined the company in 2011, says the company has come a long way since her dad founded it in the family's backyard. "Our dad had a small shop in the backyard that he used to

See **TRADE'S** on Page 13

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Ironically, while the vast majority of Sabel's sales come from some of the largest companies in the nation and the state, the staff prides itself in its ability to serve small business and individuals in the Baton Rouge area.

Mike Wingard, Sabel's Gulf Coast regional manager, said, "Most of our employees are local and deeply rooted in the Baton Rouge community. We enjoy helping local contractors, small business owners, and homeowners who need steel. Internally, we compete to see how fast we can serve them."



Mike Wingard, Gulf Coast regional manager for Sabel Steel



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Wingard invited clients to come by and visit the facilities at 2809 North Flannery Road, phone 225-356-9812, or visit SabelSteel.com.



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Trade's Clients Include Major Petro-Chemical Giants Along Mississippi

Continued from Page 11
 get the company started," she says. "We've seen how much the company has grown because we literally grew up with it in our backyard. We've been around this type of work our whole lives."

Despite its recent growth, Trade Construction's priority remains

making sure clients are satisfied. "We're not looking to grow just for the sake of growth." And the company is well-positioned to begin its next 30 years. "We've been around 30 years and had very natural growth," notes Kirkpatrick. "There are opportunities for growth within our three

areas of business, but, it's essential that we take care of our existing clients, too. Ninety percent of our work is repeat business or referrals. That speaks to our record of satisfaction—our customers trust us and that keeps them coming back." The company takes pride in the reputation for quality and service it

has built. "Reputation, safety, and how you do things in this business are extremely important," Easley says. "We've got a tremendous reputation to build on. Everyone here really cares about the company because our name is on everything we do. It's been that way for 30 years."

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12 noon to 6 p.m.	Devan Adams
6 p.m. to Midnight	Abby Theriot
Midnight to 3 a.m.	Belle



Photo by Woody Jenkins

COUNTRY LEGENDS 104.9 FM	
5 a.m. to 9 a.m.	Brian King
11 a.m. to 1 p.m.	Roland's Swamp Pop Café
2 p.m. to 6 p.m.	James Gilmore
6 p.m. to 9 p.m.	Savannah Walker

Dave Dunaway, operations manager for Guaranty Media Ventures

Continued from Page 3
cially in Livingston and Ascension parishes, where his show is very popular. The show features South Louisiana artists and promotes local people and local events. It also airs Saturdays from 6 a.m. to 12

noon and Sundays from 6 to 10 a.m. "We're locally owned, and we have more local dayparts than the competition," Rush said. "We believe we have to stay connected to this community."

Dunaway says local ownership

allows the station to stay flexible and act immediately.

"Radio is changing, because our audience is changing," Rush said. "We have to deliver our programming through a variety of high tech digital choices. Country is getting

stronger. New artists and songwriters are getting better."

Rush said there are three great country music stations in Baton Rouge and Guaranty looks forward to growing its share of the growing country market.



Chris Powers and Alabama Anna, Devan Adams, Abby Theriot, Belle, Brian King, Roland Doucet, James Gilmore, and Savannah Walker

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Sam McQuire and Kristen Gates



Austin James broadcasts on WYNK from 12 noon to 3 p.m.



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9 a.m. to 12 noon	Kristen Gates
12 noon to 3 p.m.	Austin James
3 p.m. to 7 p.m.	Sam McQuire
7 p.m. to Midnight	The Michael J Show

Continued from Page 3
the past 30 years, he said, with each decade having its own new stars and new formulas for success.

There were surges of new stars in the 1980's and later a move to Urban Cowboy. For awhile, country had lost its focus but now has returned to mainstream country, McQuire said.

Austin James, who headlines WYNK from 12 noon to 3 p.m., said country is broadening its audience and has won more mass appeal. Artists like Shania Twain brought millions of new fans to country. That is all to the benefit of a country leader like WYNK, he said. Taylor Swift is an example of an artist with a lot of crossover appeal. "Stations like The River and WFMP will play as much Taylor Swift as WYNK does."

She has also been a leader in working with and promoting local country music radio stations.

WYNK has a lineup that appears to be solid. In addition to Austin

James and McQuire, who is on the air from 3 to 7 p.m weekdays, stalwarts are Big D and Bubba Morning Show from 5 to 9 a.m., Kristen Gates from 9 a.m. to 12 noon, and The Michael J Show from 7 p.m. to 12 midnight.

The shows are live but segments can be pre-recorded, making on-air mistakes few and far between.

Big D and Bubba are "good ole boys" with a large following in the Baton Rouge area and 15 years of success. Austin James said the comic duo are immensely popular but don't take themselves too seriously and just "live their lives." One of the beauties of being a radio star is that you can walk around your hometown and not be recognized.

Sam McQuire said today's country music listener tends to come from a large family and be in the middle to upper income bracket. "They have strong family values. They're proud of the area they're from and proud of America. Teenagers in these families love country music even more. So the future looks bright!"

WYNK is strong on contests and promotions. Currently, it has the Strike It Rich contest with a chance for listeners to win \$250,000. The station is a big promoter of the Bayou Superfest. McQuire said, "We don't just give out tickets. We want to help our listeners have a wonderful experience. We use our connections with the stars to create things you will remember for

a lifetime, like appearing on-stage with Big D and Bubba or Carrie Underwood."

WYNK listeners are encouraged to give back to the community too. McQuire said WYNK listeners have raised more than \$5 million for St. Jude.

With the rise of the Internet and the digital world, WYNK has been keeping pace. Austin James has responsibility for social media, and the station is active on Facebook and the web. "This is our chance to stay in touch with the listener. People are always carrying their i-Phone or their iPad, and we are there. They'll see our newsfeed, and that reminds them to tune in. We're always finding new ways to connect."

WYNKcountry.com is one of the Top 10 websites in the Clear Channel Group nationwide.

Of course, WYNK is available on iHeart Radio, which brings in

listeners from around the world. Clear Channel owns iHeart. "Even our competitors have to access listeners through our product, iHeart Radio," Michael Hudson said.

Hudson says radio is stronger today than it was in the 1980's. James says the country music format is growing in Baton Rouge, and McQuire says the goal of WYNK is to be the No. 1 station in the market. If they are right, the future is indeed bright for WYNK.

If Bob McGregor could only see her now!



The new WYNK truck

Correction: Michael Berry Not "Hungover, Barefoot"

CORRECTION: Thank goodness Michael Berry is a good sport! Part I of Radio Wars told about Michael Berry broadcasting live from the WJBO studio. It was supposed to read, "Michael Berry wanted to meet the swamp boys. They came hungover and barefoot." Unfortunately, it said that Michael Berry sometimes comes to the studio "hungover and barefoot." Our apologies!

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What's Happening Around the Capital City

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

**Monday, March 11
CPS Registration**

Central Private School will begin accepting applications for new students for the upcoming school year. For information, call 261-3341.

**Thursday, March 14
Historical Lecture • 6 p.m.**

Charlsa Moore, an avid historian of Henry Watkins Allen, will lecture on Gov. Allen and his leadership role as Louisiana's 17th Governor and as a Confederate Brigadier General in the Civil War. The Foundation for Historical Louisiana's Heritage Lecture will be in the East Room of the Governor's Mansion, 502 North Blvd. A reception, hosted by Calandro's Fine Wine and Cellars, begins at 6 p.m. and the lecture at 6:30 p.m. The lecture is free to FHL members and \$10 for guests. FHL can be reached at 387-2464 or at www.fhl.org to register.

Photo by Woody Jenkins



NEW GOP OFFICIAL — Dr. Charles Thomas III has been sworn in to represent Republicans from Metro Council District 5 on the East Baton Rouge Republican Parish Executive Committee. A vacancy was created by the resignation of Harold Williams.

dens, art show and sale, authentic 1820's costumes, living history demonstrations, night festivities, and cemetery tales. For tour information, call 635-6330 or visit www.audubonpilgrimage.info.

**Saturday, March 16
Louisiana Gospel Fellowship
Choir • 3 p.m.**

Join for an afternoon of gospel music with the all-male Louisiana Gospel Fellowship Choir at the Jones Creek Library, 6222 Jones Creek Rd. For information, call 756-1150.

**Sunday, March 17
Youth Ballet Auditions**

Baton Rouge Ballet Theatre will hold auditions for its Youth Ballet summer tour at Dancers' Workshop, 10745 Linkwood Court. Auditions are open to intermediate-level dancers ages 10-14 and there is a \$5 fee. Registration begins at 12:30 p.m. and auditions are at 1 p.m. Dancers must be 10 years old by Sept. 30 or enter-

ing the 5th grade in fall 2013. For information, contact Nicole Naquin or Leigh Phillips at 766-8379 or nicole@batonrougeballet.org or leigh@batonrougeballet.org.

**Thursday, March 21
"Leadership-Preparedness In
The New Normal" • 5 to 7 p.m.**

Secretary of State Tom Schedler will launch the Old State Capitol Associates Speaker Series with special guest Lt. General Russel L. Honoré (Ret.). You are invited to "Leadership Preparedness in the New Normal" in the House Chamber, Old State Capitol. Reception and book signing. Admission is free. For information, contact Dawn Ross at dawn.ross@sos.la.gov.

**Thursday, March 21
WWII Quiz Bowl • 6 to 7 p.m.**

The Central High School's World World II Quiz Bowl team composed of Jack McAdams, Cameron Robertson, and Brantley Pike defeated 30 teams from across the state to qualify for the State Finals. The team will compete for the championship in a live broadcast on Cox Cable 4.

**March 21 through 24
Zachary Arts & Music Festival**

The Zachary Chamber of Commerce's 7th Annual ZFest will be held at BREC's Community Park, 20055 Old Scenic Hwy.

LENTEN FISH FRY

Every Friday During Lent
4 to 6 p.m. • Drive Thru Only
St. Alphonsus Catholic Church
14040 Greenwell Springs

Public Meetings

Metro Council Meetings

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

Metro Planning Commission

Metro Planning Commission meets on the 4th Monday of each month at 5 p.m.

EBRP School Board

East Baton Rouge Parish School Board meets on the 3rd Thursday of each month at 5 p.m. at the School Board Office.

District 2 Community Meeting

Councilwoman Chauna Banks-Daniel will host a Meeting and Open House on Thursday, March 7, 6 to 8 p.m. at the Jewel J. Newman Community Center, 2013 Central Road.

District 6 Community Meeting

Councilwoman Donna Collins-Lewis will host a Meeting on Thursday, March 7, 6 to 7:30 p.m. at Broadmoor United Methodist Church, 10230 Mollylea Dr. in the Adult Education Center.

CATS Finance & Executive

The CATS Finance and Executive Committee meeting is scheduled for Friday, March 8 at 11:30 a.m.

Community Meeting

Sen. Sharon Weston Broome will hold a community meeting Monday, March 11, 6:30 p.m. at North Baton Rouge, LSU Medical Clinic Community Room, 5445 Airline Hwy. and Tuesday, March 19, 6 p.m. at Greenwell Springs Library, 11300 Greenwell Springs.

Central School Board

Central Community School System meets on the 2nd and 4th Mondays of each month at 6 p.m. at the Central Middle School Cafeteria.

Central City Council Meetings

City of Central Council meets on the 2nd and 4th Tuesdays of each month at 6 p.m. at Kristenwood on Greenwell Springs.

City of Central Master Plan Meeting #3

City of Central Master Plan Meeting #3 will be held Thursday, March 14 at 6 p.m. at the Central Middle School Cafeteria, 12656 Sullivan Rd. This is the third meeting to keep citizens updated on the Master Plan Comprehensive Resiliency Program.

Central Board of Adjustments and Planning & Zoning

The Central Board of Adjustments will meet at 5 p.m. and the Planning and Zoning will meet at 6 p.m. on Thursday, March 21.

**Thursday, March 14
Spring Concert • 7:30 p.m.**
Baton Rouge Ballet Theatre will hold its Spring Concert at the River Center Theatre for the Performing Arts. Production will feature internationally-acclaimed guest artists and award-winning local dancers. Tickets from \$30 to \$35 with special rate of \$20 for groups of 10 or more. Available through Ticketmaster, the River Center Box Office or call 766-8379.

**March 15 and 16
Huge Garage Sale
7 a.m. to 4 p.m.**
Zoar Baptist Church, corner of Hooper and Joor roads, will hold a huge Garage Sale in the gym.

**March 15, 16, and 17
42nd Annual Audubon Pilgrimage**
Tours of historic homes and gar-

LENTEN GUMBO
Every Friday During Lent
11 a.m. to 1 p.m.
St. James Episcopal Church
Florida and N. Fourth St.



**Habitat Home & Garden Show
March 9-10 at River Center**

The Habitat Home & Garden Show brought to you by the Capital Region Builders Association will be Saturday, March 9, 9 a.m. to 7 p.m. and Sunday, March 10, 10 a.m. to 6 p.m. at the Baton Rouge River Center. Cost is \$8 for adults, \$3 for children 6 to 12 years, and children under 6 are free. There will be a wine tasting both days and celebrity chefs will hold demonstrations.

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