

INSIDE RADIO

THE BLUE PAGE

Broadcast Equipment: There's only one real expert.

For over 30 years, SCMS, Inc. has been the leader for Broadcast Equipment, rentals, used products and above all else, customer service.

What makes SCMS different?

SCMS, Inc. is a family-owned company that has been providing equipment and service to the Broadcast and Professional Audio industries since 1976.



SCMS President and General Manager Bob Cauthen was looking for a business to start after graduating from Clemson in the 70's. "I worked at the college radio station and really enjoyed the industry. But my only goal at the time was to stay in the Southeast. I gravitated

toward radio and picked Charlotte as a headquarters because it was regional."

"We started the business by driving up and down interstates and highways, visiting every small or large radio station we could find. The business has really changed since those early days."

And the company has changed with the times too. "When we started, we had reps selling new equipment on a commission basis. But these days it's a buy and resell business."

"We grew through acquisitions."

SCMS now has 14 field offices with representatives in every part of the country. Cauthen says, "We've really grown in the past few years. In July 2007, we purchased the Harris Broadcast Center from Harris Corporation, which grew our business quite a bit."

"And in December of last year we purchased Bradley Broadcast; they were a competitor located in Maryland. Bradley Broadcast and Pro Audio was a full-line dealer of broadcast, professional audio, and audio-for-video support products. They are a 30 plus year old

company...a good company that was concentrating on professional audio and government business, so the acquisition gives us a new client base."

"We kept two of the Bradley veterans. Bob Eburg and Art Reed are a great addition to our company."

"In addition to our new equipment sales, our business these days includes a large rental department and used equipment. We have the largest inventory in the country. SCMS offers free loaners if you have an off-air emergency known as our RF Guarantee."

"We keep in touch with our customers and their needs. We just attended the National Religious Broadcasters convention in Nashville. We'll be at the NAB in April... and a number of other conventions so we can stay in touch face-to-face with our clients."

"Future growth for the radio industry will come from HD Radio®."

HD is the 'next big thing' for radio. "Unfortunately, radio has been a shrinking industry, at least until HD came along. HD is giving radio a chance for growth. The FCC has not made a decision on final power level for HD Radio, and because of that its put the brakes on HD development and implementation."

"The commission just needs to make a decision. Whatever they do, it should be an improvement and make it more equal to the current analog coverage. That's the salvation of radio, in my opinion. Without extra data channels there is no room for growth."

Cauthen adds "Whatever happens to radio in the future, SCMS plans to remain the top broadcast equipment company. We'll be here to help."



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