

# Precision Media Archives

**Pop Culture Specialists**

**Comprehensive Music, Film & Television Resources**

**Research Services & Content Generation**

**Vintage Sound & Image Licensing**

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## **Precision Media / Scott Paton – Biography**



Journalist, broadcaster, editor and entrepreneur, Scott Paton is a 25-year veteran of the radio and music industries. As an adolescent he funded his rapidly growing record collection with a successful mail-order business specializing in comic books and pop culture collectibles. By his early teens, he was snagging interviews with pop music stars that passed through town. Writing of these encounters, he earned his first bylines in local Baltimore-area publications.

Paton migrated to Los Angeles where –upon a chance encounter with famed radio personality Casey Kasem at a celebrity softball game—he talked his way into a writing position with Kasem’s internationally popular show, “American Top 40”. Within a year Paton was producing that program and dozens of other music and entertainment-based specials. Barely out of his teens, he found himself working with all his boyhood musical heroes, including various Beatles, the Rolling Stones, the Beach Boys and hundreds of other acts.

At his next stop, Paton was a charter member of an L.A.-based production house that developed custom programming for every major radio network. In addition to writing and/or producing a lion’s share of the company’s offerings, he was also a featured correspondent and host of several of the firm’s syndicated programs. Ultimately, Paton founded the production company Precision Media, at last bringing all of his various interests together under his own aegis. In the ensuing years, the company has created and produced nearly 10,000 hours of syndicated and network programming, encompassing all major music formats.

Paton’s talents in front of the microphone have been in demand as well, as CBS Radio tapped him to serve as an on-air correspondent for their broadcasts from the annual Rock & Roll Hall of Fame induction ceremonies, and he served in a similar capacity for country music’s biggest night of the year at the CMA Awards for nearly a decade. In 2009, Paton was selected by the Universal Music Group to write, produce and host a series of radio broadcasts celebrating Motown Records’ 50<sup>th</sup> Anniversary, in turn, promoting the legendary Motown label’s fabled catalog. For Paton –born and raised in Detroit in the midst of Motown’s heyday—co-hosting these programs with Smokey Robinson; former-Supreme, Mary Wilson; the Temptation’s Otis Williams and Martha Reeves of Vandellas fame was a boyhood dream realized.

The “Scott Paton” byline has appeared in numerous publications as well, including *New York Newsday*, *The Los Angeles Herald Examiner*, *The Baltimore Sun*, *MOJO* and *Goldmine*. Paton’s interests are not limited to the entertainment field, having crafted features on matters of Science, Nature and History for the Smithsonian’s highly acclaimed series of school curriculum publications. Paton also specializes in developing web content and online/social marketing initiatives for all segments of business. His portfolio includes nearly 200 clients in the realms of Retail, Professional Trades, Manufacturing and Nonprofit. He has also created commercial advertising broadcast spots for Universal Music, Southwest Airlines, Volkswagen, Wrangler Jeans and Ford, among others.

Over the years, Paton/Precision Media produced numerous custom music compilations as promotional vehicles for his own radio programming and as marketing tools for various business enterprises. During this time he devised a marketing campaign and point-of-purchase, premium CD for McDonald's that, as yet, remains unmatched in the industry. The campaign employed a TV advertising strategy that produced sales of 10-million discs featuring Elton John, Garth Brooks, Tina Turner and Roxette. The results of this promotion exceeded estimates five-fold, achieving \$60-million in gross revenues, substantially increased walk-in trade and raised a total of \$10-million for the Ronald McDonald House children's charity.

## Precision Media Archives



An inveterate collector and entertainment historian, Paton has amassed a personal archive of more than 250,000 recorded discs, 5,000 films, 30,000 books and periodicals devoted to music, television and motion pictures, and nearly 1,000 recorded interviews with performing artists, writers and other members of the creative community. Paton also boasts one of the largest personal collections of sheet music, vintage concert posters and original movie posters from films of the past 75 years. These resources and the research, writing and production services of Precision Media are all available for licensing for TV, film, historical and literary projects. *"One of the largest, privately-owned music-related research archives."* –USA Today



### A partial list of credits and clients

As radio writer/producer:

ABC Radio Networks, CBS Radio, Dick Clark Productions, Mutual Broadcasting, NBC Radio, RKO Radio, Unistar, Westwood One  
*American Top 40 with Casey Kasem, Lee Arnold On a Country Road, The Elvis Presley Story, Top 30 USA, Classic Country, Rock & Roll Hall of Fame (live broadcasts), Grammy Awards Show (live broadcasts), Country Music Association Awards Show (live broadcasts), Motown 50 (broadcast documentaries)*

As freelance print writer:

*Rolling Stone (Random Notes), MOJO, New York Newsday, Goldmine, Los Angeles Herald Examiner, Shindig!, Smithsonian, Baltimore Sun*

As music & entertainment consultant:

Capitol Records, Columbia Records, Dick Clark Productions, Image Entertainment, MCA Records, Motown Records, MTV, NBC-TV, Paramount Studios, RCA Records, RCA-Columbia Home Video, Rhino Records, RSO Records, Sony-Columbia Pictures, Universal Music Group, Universal Pictures, *USA Today, VH-1, Warner Bros. Records Apollo 13 (soundtrack), Beyond The Sea (film,) The Brady Bunch Movie, Entertainment Tonight, "The Fugitive" ('60s TV series on home video), Late Night with David Letterman*

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