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SILKE COMMUNICATIONS ANNOUNCES PURCHASE OF SPRINGFIELD RADIO

Eugene — On the cusp of its 45th anniversary, Silke Communications is continuing its legacy of growth, in this case with the announcement of the purchase of Springfield Radio. The local, family-owned company has purchased Springfield Radio's assets for an undisclosed sum, boosting both its customer count and capital holdings.

The move is an anomaly in the communications field, in which family-owned companies are frequently purchased by large corporations, not by other family-owned companies. The move is even more uncommon because of the timing. "Very little is happening in the way of expansion for most other communication companies," says Silke Communications President Jim Silke Jr. "Silke is definitely in a unique position."

Silke Communications has a long record of steady growth, reaching back to 1964. In 1969, Vice President Jim Silke, Sr. made his first purchase of a hilltop and constructed a communications tower. In the decades since, the company has expanded to offer a full menu of communications services, from tower leases to radio communications sales and installation.

Customers range from large public fleets to small private businesses throughout western Oregon, including Portland, Salem, Newport, Eugene, Florence, Bend, Cottage Grove, Roseburg, Coos Bay, Brookings, Grants Pass, Medford, and Klamath Falls.

"It's a testament to my father's good business sense and years of work that we have the capacity and capability to serve such a breadth of customers so completely," says Jim Silke Jr.

Silke Communications offers the same services Springfield Radio has provided to its customers, so the transition should be smooth and "virtually invisible" to Springfield customers. "If anything, those customers will see improvements, particularly in terms of the services that are available to them," explains Silke.