

2004 MStreet Gender Analysis—General Managers

Disclaimer: This analysis relies upon the completeness and accuracy of the data supplied by radio stations to MStreet as of 11/04.

ALL STATIONS/ALL OWNERS: As of late 2004, women were managing 8.4% more U.S. radio stations than a year earlier--1580 (14.9%) of the 10,617 stations listed in the MStreet database as of November 2004, compared to 1457 (13.7%) of 10,603 stations in November 2003.

GROUPS OWNING 12 OR MORE STATIONS: In 2004 women managed 836 (17.4%) of the 4,814 stations owned by these groups, compared to 16.5% in 2003. Women managed an average of 3.2 stations in these groups, compared to 3.4 for men--same as in 2003.

Women represent 18.5% of all GMs employed by groups with 12 or more stations in 2004 --261 of 1411 GMs, compared to 17.7% (241 of 1359) in 2003, and 17.4% (218 of 1259) in 2002.

The average group owning 12 or more stations has 40.1 stations and 11.8 GMs, of which 2.2 are women. Clear Channel skews the average: its 1190 stations comprise 24.7% of the 4814 stations owned by these 120 groups and is more than 4 times the size of the next largest group. Only four groups employed more than 10 women GMs in 2004: Clear Channel with 46 (20% of 230 GMs), ABC with 19 (38% of 50 GMs), Cumulus with 11 (17% of 64), and Infinity with 11 (15% of 71).

Among **the five largest groups (100 or more stations)**, Entercom, Clear Channel, and Citadel exceed the average of 18.5% women GMs, with 24%, 20%, and 19% respectively. Cumulus at 17% and Infinity at 15% are below average. Women GMs at Clear Channel manage an average of 5.1 stations (compared to 5.2 for men); the average for the four other large groups is 3.2 for women GMs (compared to 4.0 for men).

The nine groups with 50-99 stations have the highest average percent of women GMs—24%, compared to 21.7% in 2003. Three of these groups list more than 30% women GMs: Entravision (45%, up from 32% last year), ABC (38%), and NextMedia (31%, up from 23% last year). Four others, all showing increases over 2003, rank above the overall 18.5% average: RadioOne (26%), Saga (21%), Univision and Cox (19% each). Two groups fall below average: Regent at 14%, down from 32% last year, and Salem at 6%, up from 3% last year (Salem has 97 stations, 2 women GMs).

Seventeen groups with 30-49 stations average 16% women GMs, up from 14.6% last year, but significantly below the 18.5% average in 2004. Three of these groups, with a total of 113 stations, list no women GMs: Nassau, New Northwest, and Cherry Creek.

Twenty-six groups with 20-29 stations average 14% women GMs, down from 16.6% last year; 9 (35%) of these groups, representing 214 stations, employ no women GMs.

Sixty-three groups with 12-19 stations average 19% women GMs, up from 15.7% last year; 22 (35%) of these groups (22 of 63), representing 434 stations, employ no women GMs.

NO WOMEN GMS: Forty-two groups (35% of the 120 groups) representing 761 stations list no women GMs. Among these are Nassau (44), New Northwest (37), Cherry Creek (32), Mid-West Family (28), Marathon (26), Robert Ingstad (26), NewRadio Group (25), Lotus (24), Backyard Broadcasting (22), Eagle (21), Dowdy (20), Bristol (19), Greater Media (19), Jefferson Pilot (18).

