

2004 MStreet Gender Analysis—PROGRAM DIRECTORS

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: In late 2004, women were programming a total of 1122 radio stations, 10.7% of the 10,634 stations listed in the MStreet database. The ratio is lower among the 120 groups which own 12 or more stations: women program 426 (8.8%) of 4814 stations. In the top 100 markets, women program 210 (8.9%) of 2372 stations.

GROUPS OWNING 12 OR MORE STATIONS: In 2004 there were 300 women PDs working for groups with 12 or more stations—9.7% of 3091 PDs, compared to 291 (9.6%) of 3030 PDs in 2003. These women programmed an average of 1.4 stations in 2004, compared with 1.6 for their male counterparts.

The five largest groups (100 or more stations): Only 9% of the PDs in these five groups are women. Seventy (9%) of Clear Channel's 799 PDs are women, compared to 77 (9.6%) in 2003. The next four stations (each with 100 or more stations) collectively average only 9% women PDs, same as last year. Infinity's numbers were up--17 (11%) of its 150 PDs are women this year, up from 13 (9%) last year. While Entercom's 10% slightly exceeds the average this year, it's down from 11% last year. Seventeen (8%) of Cumulus' 209 PDs are women, down from 19 (10%) a year ago, and only 10 (7%) of Citadel's 144 PDs are women.

The nine groups with 50-99 stations average 10% women PDs, up from 7.2% a year ago. Entravision leads the pack with 18%, followed by Radio One (16%), ABC (14%) and NextMedia and Saga tied at 13%. Well below average are Cox (3%), Salem (4%), Regent (7%). Univision is near average with 9%.

The 17 groups with 30-49 stations averaged 9% women PDs, same as last year. The groups with the best ratios are Crawford (26%), Max Broadcast (20%), Bonneville (17%) Morris (14%), and American General (13%). Two companies with a total of 76 stations, Three Eagles and Cherry Creek, list no women PDs, and five others list 6% or fewer. The groups with the best records are Crawford (26%), Max Broadcast (20%), Bonneville (17%), Morris (14%) and American General (13%).

The 26 groups with 20-29 stations averaged 13% women PDs, compared to 12.3% a year ago. Willis Broadcasting is a stand-out with 6 women among its 13 PDs; Spanish Broadcasting and Withers Broadcasting each list 33% women PDs. Five groups in this category, with a total of 131 stations, have no women PDs.

Sixty-three groups with 12-19 stations averaged 10% women PDs, down from 10.7% last year. However, it's worth noting that more than half of these groups (33 of 63), owning a total of 491 stations, have no women PDs

NO WOMEN PDS. Forty-one groups with 12 or more stations (totaling 680 stations—up from 577 stations last year) have no women PDs. The largest of these are: Three Eagles (44), Cherry Creek (32), Robert Ingstad (26), NewRadio (25), Backyard (22), Baker Family and Cromwell (both 20).