

2004 MStreet Gender Analysis—SALES 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: In late 2004, women were managing sales for 30.2% of all U.S. radio stations (3161 of 10,451 stations), up from 29.5% in 2003. In the top 100 markets, women were managing sales for 33.7% of stations, a percentage that has increased steadily from just over 25% in 2000.

GROUPS OWNING 12 OR MORE STATIONS: In 2004, women comprised a third (33.7%) of the sales managers employed by the 120 groups with 12 or more stations, managing sales for a third (33.5%) of the 4814 stations owned by these groups. These percentages are almost identical to those in 2003. Both female and male sales managers were responsible for an average of 2.5 stations.

The five largest groups (owning more than 100 stations each) average 37% women sales managers. Clear Channel employs 149 women sales managers (39% of its SMs), who represent nearly a quarter of all women SMs in radio. Of the four other large groups, Cumulus has the highest percentage of women SMs—40% (31 of 78). Infinity added six women SMs in 2004 for a total of 42, increasing its percentage to 34% from 26% a year ago. Both Citadel and Entercom added women SMs in 2004, ending the year with 25 (35%) and 19 (33%) respectively. The overall average number of stations per manager was 2.5, ranging from 1.4 for Infinity to 3.5 for Cumulus; Clear Channel's average is 3.2.

The nine groups which own 50-99 stations average 32% women SMs, substantially up from 2003 (28.1%), but still slightly below the 33.7% overall average of groups with 12 or more stations. Saga is a standout at 51% women SMs (doubling women from 10 to 20 in 2004); ABC and Regent are also above average at 43% and 35% respectively. Univision, Cox, Entravision, and Radio One range between 28% and 33%. At NextMedia just 22% of SMs are women, though that's up from 19% last year. Salem trails all the others at 9%—only 4 of its 44 sales managers are women. The average number of stations per woman manager in these groups is below average at 1.9, ranging from 1.1 for ABC to 4.5 for Regent. Male sales managers average 2.1 stations each.

The 17 groups with between 30 and 49 stations have an average of 34% women SMs. Three groups are standouts: American General (60%) and Bonneville (53%), and Forever Broadcasting (50%), and four others help bring up the average: Beasley (46%), Midwest (43%), Journal (42%), Multicultural (41%). Susquehanna, Max and Waitt are close to average, but seven of the groups are well below average with 21% or fewer women SMs. New Northwest and Morris each list only one woman SM. The average number of stations per manager in these groups is 2.4, with a low of 1.0 for Crawford to a high of 4.8 for Forever.

The 26 groups which own 20-29 stations average only 28% women SMs, well under the overall average of 33.7%. Women hold fifty percent or more of the sales management positions at four groups: Willis, Black Crow, Northern Star, and Withers. However, three groups, MidWest Family, Eagle Radio, and Dowdy Broadcasting, with a total of 69 stations, have no women SMs. Managers in these size groups are responsible for an average of 2.5 stations.

The 63 groups owning 12-19 stations average 32% women SMs, down from 35% in 2003. Most of these groups employ only two or three women SMs, each managing 2.5 stations on the average. Thirteen of these groups, owning a total of 174 stations, employ no women as sales managers.

NO WOMEN SMs: Sixteen groups representing a total of 243 stations list no women as sales managers in 2004, compared to 10 groups representing a total of 203 stations a year ago.