

## 2007 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 11/07

**ALL STATIONS/ALL OWNERS:** As of late 2007 women were managing sales for 30.4% of the 10,516 AM & FM stations that listed a sales manager in the MStreet database. In the top 100 markets, the ratio of stations that listed women sales managers was slightly higher: 32.5% of 2,198 stations.

**GROUPS OWNING 12 OR MORE STATIONS:** 126 groups owned 12 or more stations as of late 2007, a total of 4926 stations. Women comprise 32.8% of all Sales Managers (SMs) employed by these groups—603 of 1836 SMs. This compares to 31.5% in 2002, five years earlier. The average group owning 12 or more stations in 2007 had 39 stations and 14.6 SMs, of which 4.8 are women.

**The five largest groups, each owning 100 or more stations:** At Clear Channel, with 1017 stations (three times the size of the next largest group), 35.1% of SMs are women. The cluster containing the four next largest groups, which collectively own 834 stations, is also above average with 34.2% women SMs. CBS (155 stations) has the highest percentage at 38.7%; the three other groups are slightly below the overall average for groups owning 12 or more stations: Citadel (234 stations) lists 32.1% women SMs, followed by Entercom (104 stations) with 31.8% and Cumulus (341 stations) with 31.6%.

**The ten groups owning between 50 and 99 stations (a total of 685 stations) average 34.4% women SMs.** One of these groups, Gap Broadcasting, lists 50% women SMs. Three others list 40% or more women SMs: Regent (44.4%), Radio One (42.9%) and Cox (41.8%). Five of the ten groups have fewer than 30% women SMs: Univision (29.2%), Cherry Creek (29.4%), Three Eagles (26.7%), Nassau (25%), and Salem (22.7%).

**The twenty-one groups owning between 30 and 49 stations in 2007 (a total of 790 stations) average 34.1% women SMs.** Two groups list more than 50% female SMs: Qantum (57.1%) and Bi-Coastal (55.6%). Six groups list 40-50% female SMs: American General, Backyard, Forever, Max, Morris, and Triad. Below average with less than 30% are: ABC, Beasley, Journal, Mapleton, New Northwest, and NRG. Just one group in this cluster lists no women SMs: Double O Radio.

**The thirty-three groups that own 20-29 stations (a total of 759 stations) average 33.4% women SMs.** Eleven of these groups have more than 50% women SMs. Three groups, Eagle, Mid-West Family, and Simmons, list no women SMs.

**Fifty-seven groups own between 12 and 19 stations (841 stations); just 25.8% of the SMs in these groups are women.** Fourteen of these groups list no women SMs.

**NO WOMEN SALES MANAGERS:** Overall, 18 groups (14.3% of the 126 groups owning 12 or more stations), representing 302 stations list no women SMs.