

RADIO STATION MANAGEMENT TRENDS - BY GENDER

2008stationssummary-TRENDS.xls

Note: results include all stations showing a manager in the job category; many managers are responsible for multiple stations

GENDER RATIOS FOR ALL AM & FM STATIONS WITH ANY MANAGER - 2003 - 2008

Source of data: MStreet--November 2003, 2004, 2005, 2006, 2007, 2008

TOTAL STATIONS WITH A MANAGER LISTED IN THE JOB CATEGORY

Stations managed by		GENERAL MANAGERS		SALES MANAGERS		PROGRAM DIRECTORS	
		# STNS	%	# STNS	%	# STNS	%
Men							
	2003	9146	86.3%	7202	70.5%	9252	89.3%
	2004	9037	85.1%	7290	69.8%	9395	89.3%
	2005	8951	84.8%	7267	69.9%	9342	89.4%
	2006	8984	84.7%	7299	69.9%	9403	89.4%
	2007	8935	84.1%	7321	69.6%	9421	89.3%
	2008	9018	84.2%	7380	69.5%	9509	89.1%
Women							
	2003	1457	13.7%	3018	29.5%	1113	10.7%
	2004	1580	14.9%	3161	30.2%	1122	10.7%
	2005	1609	15.2%	3129	30.1%	1107	10.6%
	2006	1628	15.3%	3147	30.1%	1118	10.6%
	2007	1690	15.9%	3195	30.4%	1131	10.7%
	2008	1695	15.8%	3237	30.5%	1164	10.9%
Total							
	2003	10603	100%	10220	100%	10365	100%
	2004	10617	100%	10451	100%	10517	100%
	2005	10560	100%	10396	100%	10449	100%
	2006	10612	100%	10446	100%	10521	100%
	2007	10625	100%	10516	100%	10552	100%
	2008	10713	100%	10617	100%	10673	100%

* Totals in each category exclude any station for which no management person is listed for that category

* A single manager listed in more than one job category (e.g. GM and PD) is counted in each category.

TOP 100 MARKETS ONLY -- 1995, 2000, 2001, 2003, 2004, 2005, 2006, 2007, 2008

Source of data: MStreet, Jan 1995, Jun 2000, Jun 2001, Nov 2003, Nov 2004, Nov 2005, Nov 2006, Nov 2007, Nov 2008

TOTAL STATIONS LISTING A MANAGER IN THAT CATEGORY

Stations managed by		GENERAL MANAGERS		SALES MANAGERS		PROGRAM DIRECTORS	
		# STNS	%	# STNS	%	# STNS	%
Men							
	1995	2407	88.9%	1856	73.5%	2353	91.8%
	2000	2547	86.7%	2132	74.8%	2593	90.4%
	2001	2736	85.2%	2180	70.3%	2724	89.6%
	2003	2764	85.2%	2243	68.8%	2850	90.1%
	2004	2024	85.0%	1572	66.3%	2162	91.1%
	2005	2025	85.2%	1594	68.0%	2152	91.2%
	2006	1888	83.9%	1526	68.4%	2018	90.3%
	2007	1850	83.3%	1483	67.5%	1988	90.2%
	2008	1831	83.2%	1462	66.8%	1980	90.0%
Women							
	1995	301	11.1%	668	26.5%	211	8.2%
	2000	391	13.3%	720	25.2%	275	9.6%
	2001	475	14.8%	921	29.7%	315	10.4%
	2003	480	14.8%	1016	31.2%	313	9.9%
	2004	357	15.0%	799	33.7%	210	8.9%
	2005	351	14.8%	751	32.0%	208	8.8%
	2006	361	16.1%	706	31.6%	218	9.7%
	2007	372	16.7%	715	32.5%	215	9.8%
	2008	370	16.8%	727	33.2%	221	10.0%
Total							
	1995	2708	100%	2524	100%	2564	100%
	2000	2938	100%	2852	100%	2868	100%
	2001	3211	100%	3101	100%	3039	100%
	2003	3244	100%	3259	100%	3163	100%
	2004	2381	100%	2371	100%	2372	100%
	2005	2376	100%	2345	100%	2360	100%
	2006	2249	100%	2232	100%	2236	100%
	2007	2222	100%	2198	100%	2203	100%
	2008	2201	100%	2189	100%	2201	100%

* Total stations excludes any station for which no management person is listed

* Totals by gender include duplication of manager (e.g., one person may be listed under multiple stations)