

RADIO STATION MANAGEMENT TRENDS - BY GENDER

2009 stationssummary

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 - 2003-2009

Source of date: Mstreet, November 2003, 2004, 2005, 2006, 2007, 2008, 2009

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%
2009	9011	84.1%	7363	69.5%	9490	88.9%
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%
2009	1719	16.2%	3236	30.5%	1189	11.1%
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%
2009	10730	100%	10599	100%	10679	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, 2009

Source of data: Mstreet: Jan '95, Jun '00, 01, Nov '03, '04, '05, '06, '07, '08, Jan '10

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%
2009	1846	82.7%	1491	67.4%	2016	90.3%
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%
2009	386	17.3%	722	32.6%	217	9.7%
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%
2009	2232	100%	2213	100%	2233	100.0%

* 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)