

MStreet 2005 - All Stations, All Managers

2005stationssummary.xls

SUMMARY - TOTAL STATIONS MANAGED, BY GENDER, 2005 compared to 2004

Source: MStreet November 2004

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

ALL MARKETS

GENERAL MANAGERS

Total Stations managed by MEN
Total Stations managed by WOMEN
 Total Stations with Manager listed

SALES MANAGERS

Total Stations managed by MEN
Total Stations managed by WOMEN
 Total Stations with Manager listed

PROGRAM DIRECTORS

Total Stations managed by MEN
Total Stations managed by WOMEN
 Total Stations with Manager listed

| | 2005 | | 2004 | | Change 2005 vs 2004 | | |
|--|-------------|--------------|-------------|--------------|---------------------|----------------|---|
| | Stations | Percent | Stations | Percent | Stations | Percent Change | |
| | 8951 | 84.8% | 9037 | 85.1% | -86 | -1.0% | |
| Total Stations managed by WOMEN | 1609 | 15.2% | 1580 | 14.9% | 29 | 1.8% | slight gain in stations managed by women |
| Total Stations with Manager listed | 10560 | 100.0% | 10617 | 100.0% | -57 | -0.5% | fewer stations listing manager |
| | 7267 | 69.9% | 7290 | 69.8% | -23 | -0.3% | |
| Total Stations managed by WOMEN | 3129 | 30.1% | 3161 | 30.2% | -32 | -1.0% | slight loss for women, but significant compared to men |
| Total Stations with Manager listed | 10396 | 100.0% | 10451 | 100.0% | -55 | -0.5% | fewer stations listing manager |
| | 9342 | 89.4% | 9395 | 89.3% | -53 | -0.6% | |
| Total Stations managed by WOMEN | 1107 | 10.6% | 1122 | 10.7% | -15 | -1.3% | slight loss for women; significant compared to loss for men |
| Total Stations with Manager listed | 10449 | 100.0% | 10517 | 100.0% | -68 | -0.6% | fewer stations listing manager |

TOP 100 MARKETS ONLY -- 1995, 2000, 2001, 2004, AND 2005

Source of data: MStreet, January 1995, June 2000, June 2001, November 2004, November 2005,

TOTAL STATIONS WITH ANY MANAGER (a manager may manage more than one station)

| | Year | Total Stations Managed by GMs | | Total Stations Managed by SMs | | Total Stations Managed by PDs | |
|--------------|------|-------------------------------|-------|-------------------------------|-------|-------------------------------|-------|
| | | GMs | % | SMs | % | PDs | % |
| 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% |
| | 2004 | 2024 | 85.0% | 1572 | 66.3% | 2162 | 91.1% |
| | 2005 | 2025 | 85.2% | 1594 | 68.0% | 2152 | 91.2% |
| 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% |
| | 2004 | 357 | 15.0% | 799 | 33.7% | 210 | 8.9% |
| | 2005 | 351 | 14.8% | 751 | 32.0% | 208 | 8.8% |
| Total | 1995 | 2708 | 100% | 2524 | 100% | 2564 | 100% |
| | 2000 | 2938 | 100% | 2852 | 100% | 2868 | 100% |
| | 2001 | 3211 | 100% | 3101 | 100% | 3039 | 100% |
| | 2004 | 2381 | 100% | 2371 | 100% | 2372 | 100% |
| | 2005 | 2376 | 100% | 2345 | 100% | 2360 | 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)

2005: GM: less than 15% of stations are managed by women, up only 17% from 1995
 2005: GSM: nearly one third of stations sales-managed by women, an increase of nearly 21% in past 10 years.
 2005: PD: less than 9% of stations are programmed by women; lower than any year tracked since 1995