

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	
<b>GENERAL MANAGERS</b>							
Total Stations managed by MEN	8951	84.8%	9037	85.1%	-86	-1.0%	
<b>Total Stations managed by WOMEN</b>	<b>1609</b>	<b>15.2%</b>	<b>1580</b>	<b>14.9%</b>	<b>29</b>	<b>1.8%</b>	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
<b>SALES MANAGERS</b>							
Total Stations managed by MEN	7267	69.9%	7290	69.8%	-23	-0.3%	
<b>Total Stations managed by WOMEN</b>	<b>3129</b>	<b>30.1%</b>	<b>3161</b>	<b>30.2%</b>	<b>-32</b>	<b>-1.0%</b>	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
<b>PROGRAM DIRECTORS</b>							
Total Stations managed by MEN	9342	89.4%	9395	89.3%	-53	-0.6%	
<b>Total Stations managed by WOMEN</b>	<b>1107</b>	<b>10.6%</b>	<b>1122</b>	<b>10.7%</b>	<b>-15</b>	<b>-1.3%</b>	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)**

	Total Stations Managed by		Total Stations Managed by		Total Stations Managed by	
	GMs	%	SMs	%	PDs	%
<b>Men</b>						
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%
<b>Women</b>						
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%
<b>Total</b>						
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