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## **RADIO GM GENDER ANALYSIS RELEASED BY MIWs** ***Females Still Scarce in Top Management Positions***

New York, NY...March 29, 2005—As of late 2004, women were managing 15% of all radio stations in the United States, up a mere 1% from 14% in 2003. Not much headway, according to the most recent gender composition study of the 10,634 U.S. radio stations listed in MStreet Publication's database, released today by the Mentoring and Inspiring Women group, also known as the MIWs. The MIW Gender Analysis Study, released annually, is based on information provided by MStreet publications.\*

“Among the 120 groups owning 12 or more stations, the ratio has improved somewhat -- women manage 18.5% of the 4814 stations owned by these groups, compared to 17.7% in 2003.” commented Nancy Vaeth-DuBroff, newly appointed President and COO of Susquehanna Radio Corp. and spokesperson for the MIW group. “However, although there is some progress, women are still under represented in station management.”

While there are slight increases in the general management of some groups, only a few companies are showing any significant progress: Entercom, Clear Channel and Citadel exceed the average with 24%, 20% and 19% respectively. Cumulus at 17% and Infinity at 15% are below average, and forty-two—a full 35% of the 120 groups—have **NO** female GMs: Jefferson Pilot, Greater Media, Nassau Broadcasting, New Northwest and Mid-West Family, to name a few.

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The study shows that the nine groups with 50 to 99 stations have the highest average percent of women GMs at 24%, compared to 21.7% in 2003. Three of these groups list more than 30% female GMs: Entravision at 45% (up from 32% in 2004), ABC at 38%, Next Media at 31% (up from 23% in 2004). Four other groups show increases: Radio One at 26%, Saga at 21%, Univision and Cox at 19% each. Two groups fall below average: Regent at 14% and Salem at 6%.

“Ultimately our success is determined by hiring the best talent at our stations”, continued Vaeth-DuBroff, “Organizations that have embraced diversity into their culture are seeing the tangible benefits it provides to their business. The radio industry has a large pool of qualified women in its ranks.”

The MIW group of top-level radio women across the country has dedicated themselves to using their influence and resources to help put more women in positions of leadership in radio. For contact information for each MIW, success and mentoring tips, articles, for the complete 2004 Gender Analysis data, or to join the MIW Network, go to [www.RadioMIW.com](http://www.RadioMIW.com).

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\*All information provided by MStreet Publications is subject to the limitations of data provided by radio companies as of November 2004. Possible errors may occur.