



P R E S S

R E L E A S E

FOR IMMEDIATE RELEASE

For more information contact:
Nancy Vaeth-DuBroff
Ph: 717-852-2436

**SALES MANAGER--PROGRAM DIRECTOR GENDER ANALYSIS
RELEASED BY MIWs
*SM Numbers On the Rise But PDs Are Still 90% Men***

New York, NY...April 8, 2005—The Mentoring and Inspiring Women in Radio group, also known as the MIWs, has released its annual General Sales Manager and Program Director Gender Analysis Summary, showing that women were managing sales departments for 30.2% of all U.S. radio stations (3161 of 10,451 stations), up from 29.5% in 2003. In the top 100 markets, women were managing sales departments for 33.7% of stations, a percentage that has increased steadily from 26% in 1995, according to the MIW Gender Composition Analysis Study based on updated information provided by MStreet publications.*

Among the five largest radio groups owning 100 or more stations, Clear Channel employs 149 women Sales Managers or 39% of all of its Sales Managers, representing nearly a quarter of all women Sales Managers in radio. Of the other four large groups, Cumulus has the highest percentage of female Sales Managers at 40% or 31 of 78 SMs. Infinity added six women SMs in 2004 for a total of 42, upping its percentage from 26% in 2003 to 31% in 2004. Both Citadel and Entercom added women ending the year with 35% and 33% respectively.

Of the nine groups which own 50 to 99 stations, the percentage of female SMs are up from the 2003 average of 28.1%, but still slightly below the 33.7% overall average. Saga is a standout with 51% female SM's—doubling women in this position from 10 to 20 in 2004. ABC and Regent are also above

-- more --

average at 43% and 35% respectively. Univision, Cox, Entravision and Radio One range between 28% and 33%. Salem trails all the others at 9%.

“Radio groups are finding that diversity increases the value of their companies,” commented Nancy Vaeth-DuBroff, newly appointed President and COO of Susquehanna Radio Corp. and spokesperson for the MIW group. “While we have seen steady growth in the number of women holding sales management positions, the same is not true in programming.”

As for Program Directors, in late 2004, it's a case of “same old, same old.” Women were only programming 10.7% of the 10,634 stations listed in the MStreet database, a percentage that has fluctuated very little since 1995. The ratio is lower among the 120 groups which own 12 or more stations: women programmed 8.8% of 4814 stations. In the top 100 markets, women programmed 8.9% of 2372 stations.

In groups owning 12 or more stations, there were 300 women PDs or 9.7% of 3091 PDs, compared to 291 (9.6%) of 3030 PDs in 2003.

In the five largest groups of 100 or more stations, only 9% of the PDs are women. Seventy of Clear Channel's 799 PDs are women, compared to 77 in 2003. The next four groups collectively average only 9% women PDs, same as last year. Infinity's numbers were up--11% of its 150 PDs are women this year, up from 9% last year. While Entercom's 10% slightly exceeds the average this year, it's down from 11% last year. 8% of Cumulus' 209 PDs are women, down from 10% a year ago, and only 10 (7%) of Citadel's 144 PDs are women.

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.

#

*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.