



## **P R E S S      R E L E A S E**

### **FOR IMMEDIATE RELEASE**

**VIA Email**

For more information contact:

Joan E. Gerberding  
212-714-1000, x238

### **MIW GENDER ANALYSIS FOR GSMs RELEASED** ***30% of All Radio Stations Have Female Sales Managers***

New York, NY...May 16, 2006—According to the latest Gender Analysis Summary released by the Mentoring and Inspiring Women in Radio group (MIWs), in late 2005 just over 30% of all radio stations listed women as their General Sales Managers. In the top 100 markets, 32% of stations list women General Sales Managers. Of the 123 groups that own 12 or more stations, 33% of the sales managers are women. These percentages are almost identical to those in 2004 and 2003.

The MIW \*Gender Analysis Study is based on information provided by MStreet publications.

Among the six largest groups owning 100 or more stations (a total of 2079 stations), four exceed the overall average of 33% women GSMs: Cumulus at 39%, Infinity at 38%, Clear Channel at 37%, and Citadel at 34%. Entercom is slightly under average at 31% and Salem is last at 17%. Only two of these groups showed increased percentages from last year: Infinity, up from 34% and Salem, up from 9%.

The eight groups owning 50 to 99 stations (a total of 556 stations) average 33% women GSMs, slightly up from 32% in 2004. Entravision and ABC both list 41% women GSMs, Cox at 39% and Regent at 35% also exceed the average. Below average are Saga with 30% (vs. 51% in 2004), Radio One with 29%, Univision at 26% and Next Media at 24%.

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Eighteen groups with 30 to 49 stations (a total of 674 stations) average 35% women GSMs vs. 34% in 2004. Quantam, Forever, Bonneville and Midwest Communications all list 50% or more women GSMs. Crawford and Waitt Radio are substantially below average at 18% and 12% respectively. Only New Northwest list no women GSM's in 2005, the same as last year.

Thirty-two groups with 20 to 29 stations (a total of 744 stations) show material improvement in 2005, averaging 32% women GSMs, compared to 28% in 2004. Women hold 50% or more of sales manager positions at eight of these groups: Borders, Black Crow and Bi-Coastal are stand-outs at 60% or more. Only two groups, Mid-West Family and Eagle Radio, representing a total of 49 stations, employ no women, compared to three groups last year (Mid-West, Eagle and Dowdy).

Fifty-seven groups owning 12 to 19 stations (a total of 824 stations average 31% women GSMs, down from 32% last year and 35% in 2003. 28% of these groups list 50% or more women sales managers—Archway tops the list with 100%; six other groups list 67% or more. A quarter of these groups list no women sales managers.

Seventeen groups (14% of the 123 groups owning 12 or more stations) representing 262 stations list no women sales managers. New Northwest and Mid-West Family are the largest of these groups, with 36 and 29 stations respectively. Other groups with no women sales managers are: Millennium Radio Group, Route 81 Radio, and Eagle Radio.

As noted in a previous release, the MIWs confirmed that women are General Managers of only 17% of the 4877 stations owned by groups holding 12 or more

stations. They fare slightly better in these groups than in the industry as a whole, where they manage only 15.2% of more than 10,000 stations.

"We're pleased that such a large percentage of radio sales managers are women," commented Joan E. Gerberding, Director of Radio Operations for Access. 1 Communications and Spokesperson for the MIWs. "but we still have a long way to go. The overall numbers of women in GSM positions have basically remained the same since 2003. We will only declare 'progress made' when those numbers start moving up and more talented women are promoted to these power positions."

The latest MIW Gender Analysis summaries for program directors will be released in the next two weeks.

The MIW group of top-level radio women across the country is committed to using their influence and resources to support women in radio to develop strong management and leadership skills. The MIWs are equally committed to advocating the advancement of women to senior positions in radio companies and corporations.

For the complete station by station Gender Analysis summary, contact information for each MIW, success tips, articles and mentoring tips, or to join the MIW Network, go to [www.RadioMIW.com](http://www.RadioMIW.com).

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