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For more information contact:

Joan E. Gerberding

609-333-0913

2007 GENDER ANALYSIS STUDY RELEASED BY MIWs *Greatest Opportunities for Women are in Sales Management*

Princeton, NJ...February 7, 2008—According to the latest MIW Gender Analysis Study released by the Mentoring and Inspiring Women in Radio group (MIWs), out of 10,600+ AM and FM radio stations accounted for by MStreet Publications as of November 2007, 1690 or 15.9% have women holding the GM position in 2007, up from 15.3% in 2006 and 13.4% five years ago in 2002. The annual Study is compiled, analyzed and released by the MIWs from information provided by *MStreet Publications.

The trends in the top 100 markets also remain about the same: in 2007 16.7% of stations in these markets were managed by women, compared to 16.1% in 2006 but up from 14.5% five years ago in 2002.

There's been essentially no change for the five years between 2002 and 2007 for women SMs or PDs. The greatest challenge for women is in programming: women program only 10.7% of all stations, up .3%--that's point three percent—since 2002. In the top 100 markets, women program only 9.8% of all stations.

Overall, the best management opportunities for women continue to be in sales management. In 2007, 30.4% of all stations had women SMs, a slight increase from five years ago when women led the sales departments in 29.0% of all stations. In the top 100 markets, 32.5% of the stations had women SMs, up from 31.2% five years ago in 2002. Overall, in 2006, 30.1% of all stations had women SMs.

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“The MIWs have been analyzing and publishing these gender numbers for the past eight years,” commented Gerberding. “We are trying to do what we can to help the radio industry examine where we fall short, celebrate where we have ‘wins’ and, ultimately, flourish.”

Detailed 2007 MIW Gender Analysis reports for GM, SM and PD positions, including group trends, will be released over the next 60 days.

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. Contact information for MIWs, success tips, articles and mentoring tips, may also be found at www.radioMIW.com, the MIW website.

*All information provided by MStreet Publications is subject to the limitations of data provided by radio companies. This analysis is dependent upon the accuracy and completeness of the MStreet data as of November 2007.

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