

**MENTORING
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IN RADIO** PRESS RELEASE

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**ENDANGERED SPECIES? WOMEN IN LEADERSHIP
POSITIONS IN RADIO SHOW LITTLE PROGRESS**
Only 15% of Stations Have Female GMs

New York, NY...March 20, 2007—According to the latest Gender Analysis Study released by the Mentoring and Inspiring Women in Radio group (MIWs), out of 10,612 radio stations accounted for by MStreet Publications as of November 2006, only 1628 or 15.3% have women GMs at the helm, up from 1457 or 13.7% in 2003. The MIW *Gender Analysis Study is compiled from information provided by MStreet Publications.

The top 100 markets show slightly better results for women: in 2006 16.1% of stations in these markets were managed by women, compared to 14.8% in 2003. "But these ratios, and this practically imperceptible growth rate, whether for the top 100 markets or for the industry as a whole, prove that the glass ceiling is still there," commented Joan E. Gerberding, MIW Spokesperson, "and in some cases it's getting thicker."

While women have slightly better management opportunities in the 120 groups that own 12 or more stations—18% of all GMs in 2006—the ratio is down from 19.6% in 2005 and 18.5% in 2004. There were just 246 women GMs last year in these groups that collectively own 4952 stations.

The largest groups show declines compared to 2005: Clear Channel (1173 stations) is above average for 2006 with 20.8% women GMs, but down from 23.8% in 2005.

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The next five largest groups, totaling 948 stations, list 13.7% women GMs, well below the average and down from 16.4% in 2005. Among these large groups, Entercom (27.3%) and Citadel (22.4%) are well above average, but CBS (14.1%), Cumulus (8.3%) and Salem (2.9%) bring the average down. Cumulus, with 339 stations, lists only 6 women GMs; Salem, with 102 stations, lists just one female GM in 2006.

The nine groups owning 50 to 99 stations (a total of 628 stations) average 20.3% women GMs. The 17 groups that own 30-49 stations (642 stations) average just 15.9% women GMs.

Nearly one third of the groups that own 12 or more stations (39 of 120 groups representing 732 stations) list NO women GMs in 2006. Several groups owning 20 or more stations have not listed a female GM in five years: New Northwest, Backyard, Eagle, Lotus, MidWest Family and Robert Ingstad.

“After analyzing and publishing these gender numbers for the past seven years, we are all too aware that not a whole lot has changed pertaining to the gender of our industry’s leadership,” continued Gerberding. “We serve a diverse community. It’s good business—as well as our legal obligation—to reflect that diversity in our station leadership positions.”

Additional 2006 Gender Analysis detail, including station by station summaries, may be found at www.radioMIW.com.

The 2006 MIW Gender Analysis summaries for sales managers and program directors will be released over the next 30 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 on the RadioMIW 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 2006.

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