



FOR IMMEDIATE RELEASE

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Percentage of Women Sales Managers in Radio on the Rise

Boston, MA (April 29, 2008): According to the annual Sales Manager Gender Analysis Study released today by the Mentoring and Inspiring Women in Radio (MIW) Group, as of late 2007, women were managing sales for almost 1/3 of over 10,000 AM & FM stations. In the top 100 markets, the percentage of women sales managers was higher -- approximately 33% of slightly more than 2,000 stations. This is up from 30.1% in 2006. The MIW *Gender Analysis Study is compiled from information provided by M Street Publications.

“This slow, but steady increase in the number of women sales managers in the radio industry has been very encouraging over the past five years,” said MIW Spokesperson Heidi Raphael. “It is our hope that this consistent gain portends more women General Managers in the near future, as GM's so frequently come from the sales manager ranks.”

The complete MIW Gender Analysis Studies are available at www.RadioMIW.com.

The MIW Radio Group consists of top-level radio women across the country that are dedicated to using their influence and resources to help put more women in positions of leadership in radio. For contact information for each MIW, along with interviews, articles and MIW presentations, or to join the MIW Network or learn about the MIW Mentoring Program, go to www.RadioMIW.com.

*This analysis is dependent upon the accuracy and completeness of and subject to the limitations of data provided to M Street by radio stations as of November 2007.

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