

**RAB, BMI and MIW Now Accepting Scholarship Applications for Second Annual  
'Rising Through The Ranks'**

**Including Featured Speaker, Erica Farber, Former Publisher of Radio & Records**

**New York, NY – April 27, 2009** – The partnership of the Radio Advertising Bureau (RAB), BMI and the Mentoring and Inspiring Women in Radio Group (MIW) is now accepting scholarship applications for this unique 'Rising Through the Ranks' program. The two-day training seminar dedicated to the support and advancement of women in Radio sales management will be held August 25-26 at the RAB Radio Training Academy in Dallas, TX.

The 2009 Women in Radio Management & Leadership Training Seminar will continue to enhance women's knowledge and skills in Radio sales management. Designed for relatively new and up and coming sales managers, it will focus on critical sales management techniques and cover everything from time management to public speaking.

The winner of the RAB and the MIW Radio Group's first annual Trailblazer Award, Erica Farber, will be a featured speaker at the seminar. Ms. Farber is the former publisher of Radio & Records. Climbing the ladder throughout her career in the Radio business, she has gone on to become one of the industry's most respected and influential business women. She has inspired many women in the field and will share her insight into what women face today as managers and what tools they need to succeed.

BMI is pleased to provide 25 scholarships for this year's program. These scholarships cover the cost of the training course and help promote the advancement of female managers.

"We saw tremendous success with this program during its first year, and we are pleased to increase the number of scholarships available to women in Radio management," noted Mike O'Neill, BMI Senior Vice President, Licensing. "Through this intensive and rewarding training course, BMI, the RAB and the MIW aim to encourage leadership and continue to open new doors for women in Radio."

Scholarship applications and registration are available at [www.RAB.com](http://www.RAB.com) and will be accepted now through July 17, 2009. The training course is limited; applicants are encouraged to submit early to secure a spot.

"As we continue our efforts to create opportunities, educate and support the careers of women in Radio, 'Rising Through the Ranks' and similar programs remain essential to the advancement of women in management roles," commented Heidi Raphael, VP of Corporate Communication for Greater Media and spokesperson for the MIW Radio Group.

“The RAB has worked hard through training and education to promote the advancement of women to senior positions in Radio. Our curriculum and speakers ensure that attendees receive the latest tools and information to carry them into these management positions,” said Mike Mahone, RAB Executive Vice President.

#### **About BMI**

Broadcast Music, Inc.® (BMI) is an American performing right organization that represents more than 375,000 songwriters, composers and publishers in all genres of music. For more than 65 years, BMI has represented the most popular and beloved music from around the world, a vast repertoire that includes more than 6.5 million works. The non-profit-making corporation collects license fees from businesses that use music, which it then distributes as royalties to the musical creators and copyright owners it represents.

#### **About the MIW Radio Group**

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 <http://www.Radiomiw.com/>.

#### **About the Radio Advertising Bureau**

The Radio Advertising Bureau serves more than 6,000 member Radio stations in the U.S. and over 1,000 member networks, representative firms, broadcast vendors, and international organizations. RAB leads and participates in educational, research, sales, and advocacy programs that promote and advance Radio as a primary advertising medium.

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