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## WOMEN HOLDING LEADERSHIP POSITIONS IN RADIO SHOW SLIGHT GAIN

Boston, MA (April 7, 2008): According to the annual General Manager Gender Analysis Study released today by the Mentoring and Inspiring Women in Radio (MIW) group, as of late 2007, 15.9% of the 10,625 AM and FM radio stations across the country are managed by women. This is a slight gain over 2006 when women managed 15.3% of all stations. Women manage a higher percentage of stations in the top 100 markets: 16.7% of 2,222 stations. The MIW \*Gender Analysis Study is compiled from information provided by *Mstreet Publications*.

- Out of the 126 broadcasting groups owning 12 or more stations - or a total of 4,926 stations - women comprise 18.8% of all GMs. This is up from 17.3% five years ago in 2002.
- The five largest groups, each owning 100 or more stations, shows:
  - Clear Channel, with 1,017 stations, has 21.7% women GMs;
  - CBS, Citadel, Cumulus and Entercom—collectively owning a total of 834 stations—average 18.2% women GMs;
  - Citadel and Entercom are above average with 25% and 20% respectively.

“Overall, the latest statistics are encouraging to women currently working in and aspiring to senior management positions in the radio industry,” said Heidi Raphael, MIW Radio Group Spokesperson. “It is our hope this gain will increase more substantively and more quickly as we move forward.”

Of the ten groups owning between 50 and 99 stations - or a total of 685 stations - the Gender Analysis Study shows the average moves downward to 16.8% women GMs, which is substantially below their average of more than 20% for each of the past five years. *However*, recognition should go to the four groups who lead in this category by having 25% or more women GMs, including Univision at 27.8%, Nassau Broadcasting at 27.3%, Radio One with 26.3% and Gap at 25%.

In 2007, the highest average of percentage of women GMs, goes to the twenty-one radio groups owning between 30 and 49 stations: 23.1%. Eight of these 21 groups have more than 25% women GMs. Four groups have more than 30% women GMs: Bi-Coastal Media (50%), ABC (35%), Pamal (33.3%) and Beasley (31.6%).

According to the GM Gender Analysis Study, 33 groups that own 20 to 29 stations - a total of 759 stations - average 17.1% women GMs. Twelve of these have 25% or more women GMs; ten have no women GMs. In addition, out of the fifty-seven groups owning 12 to 19 stations - 841 stations in total - 16.5% of the GMs are women, while twenty-five groups have no women managers at all. Overall, 39 groups, representing 734 stations in all parts of the country, list no women GMs.

The complete MIW Gender Analysis Studies are available at [www.RadioMIW.com](http://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](http://www.RadioMIW.com).

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

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