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WOMEN MANAGING SALES AT 30% OF U.S. RADIO STATIONS

Little Advancement Since 2003 But Still Showing Better Than Other Management Categories

Princeton, NJ, April 3 2007—The Mentoring and Inspiring Women in Radio group (MIWs) released its annual General Sales Manager Gender Analysis Summary today showing that in 2006 women headed radio advertising sales departments at just 30.1% of the more than 10,000 US radio stations. This compares to 29.5% in 2003.

“Women have clearly demonstrated their ability to excel in sales and sales management, and we feel it’s positive that women hold over 30% of the GSM positions in radio,” commented Joan E. Gerberding, longtime Spokesperson for the MIW group. “But industry wide, there’s been essentially no improvement in opportunities for women in sales management over the last four years.”

The study shows that women are more than twice as likely to be GSMs (30.1% of all stations) than General Managers (15.3%) or Program Directors (10.6%). These ratios haven’t changed over the last four years.

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The study, based on information provided by MStreet Publications as of November 2006,* shows that women have slightly more opportunities as sales managers in groups that own 12 or more stations, where they hold 33.1% of all GSM positions, compared to 31.5% in 2002.

Clear Channel, with 1173 stations, exceeds the average with 34.4% female GSMs, down from its high in 2004 of 38.9%. The five next largest groups (948 total stations) average 34.2% women GSMs. Of these CBS has the highest ratio (39.7%) and Salem the lowest (19.6%).

The 55 groups owning between 12 and 19 stations (791 total stations) has the lowest overall average at 27.2%.

Thirty-three groups with 20-29 stations (770 stations) average 34.5% women GSMs. Groups in this cluster run the gamut from no women GSMs at Mid-West Family Stations and Eagle Radio, to 40% or more at Greater Media, Commonwealth Broadcasting and Mapleton Communications, to over 75% female GSMs at Spanish Broadcasting and Maverick Media.

The 17 groups with 30-49 stations (642 stations) average a healthy 35% women GSMs. Quantum Communications, Forever Broadcasting and Triad Broadcasting all list 50% or more; Beasley Broadcast Group, Journal Broadcast, Double O Radio, and Backyard Broadcasting all list 25% or less.

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The nine groups owning 50-99 stations (628 total) average 33.2%. Cox Radio has the highest ratio (41.1%), NRG Media the lowest (12.5%).

Twenty-seven of the 120 groups owning 12 or more radio stations have 50% or more female sales managers. They include: Midwest Communications, Triad Broadcasting, Forever Broadcasting, Qantum Communications, Border Media Partners, and Spanish Broadcasting.

Fifteen groups with a total of 232 stations list no women sales managers. They include: Eagle Rock, Lincoln Financial, Millennium Radio Group, Schurz Communications, Simmons Media, Wilkins Communications, Gold Coast Broadcasting, Mid-West Family Stations, Red Rock Radio, Route 81 Radio.

The MIW group of top-level radio women across the country is dedicated to using their influence and resources to help put more women in positions of leadership in radio. For the complete MIW Gender Analysis summaries for GMs and GSMs, contact information for each MIW, along with interviews, articles and MIW presentations, or to join the MIW Network, go to www.RadioMIW.com.

*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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