

2005 MStreet Gender Analysis—General Managers

Disclaimer: This analysis relies upon the completeness and accuracy of the data supplied by radio stations to MStreet as of 11/05.

ALL STATIONS/ALL OWNERS: As of late 2005, women were managing 15.2% of the 10,560 stations listed in the MStreet database, a slight gain over 2004, when women managed 14.9% of 10,617 stations. In the top 100 markets, women manage 351 (14.8%) of 2376 stations.

GROUPS OWNING 12 OR MORE STATIONS: In 2005 women managed 852 (17%) of the 4,877 stations owned by the 123 groups which own 12 or more stations. **Women represent 19.6% of all GMs employed by groups with 12 or more stations in 2005**—266 of 1360 GMs. This represents a slight increase over 2004--18.5% (261 of 1411 GMs) and 2003--17.7% (241 of 1359).

The average group owning 12 or more stations in 2005 has 39.7 stations and 11.0 GMs, of which 2.2 are women. Clear Channel skews the average: its 1181 stations comprise 24.2% of the 4877 stations owned by these 123 groups and is nearly 4 times the size of the next largest group. Only four groups employed 10 or more women as GMs in 2005: Clear Channel with 53 (24% of 223 GMs—up from 20% in 2004), ABC with 13 (28% of 46 GMs), Citadel with 10 (22% of 46), and Infinity with 10 (14% of 71).

Among **the six largest groups owning 100 or more stations (a total of 2079 stations)**, Entercom, Clear Channel, and Citadel exceed the average of 19.6% women GMs, with 28%, 24%, and 22% respectively. Infinity (14%) and Cumulus (13%) are below average, and Salem has the lowest average (6%--only 2 of its 36 managers are women).

The eight groups owning 50-99 stations (a total of 556 stations) have the highest average percent of women GMs—24%, same as 2004. Univision ranks at the top with 33% (6 of 18); ABC is next with 28% (13 of 46). Radio One, NextMedia and Entravision are well above average with 26%, 25% and 25% respectively.

Eighteen groups with 30-49 stations (a total of 674 stations) average 16% women GMs, same as 2004, and well below the 19.6% average for 2005. Only one of these groups, New Northwest, listed no women GMs in 2005, compared to three groups last year.

Thirty-two groups with 20-29 stations (a total of 744 stations) average 19% women GMs, up from 14% in 2004. Eight of these groups (25%), representing 190 stations, employ no women GMs.

Fifty-seven groups with 12-19 stations (a total of 824 stations) average 20% women GMs, up from 19% last year, and 15% in 2003. However, almost half of these groups (27 of 57) list no women GMs. Two groups, Styles Broadcasting and Pacific Radio Group list only women GMs (3 and 2, respectively)

NO WOMEN GMS: Thirty-six groups (29% of the 123 groups owning 12 or more stations) representing 612 stations list no women GMs. Among these are New Northwest (36 stations), Mid-West Family (29), Backyard Broadcasting (27), Robert Ingstad (27), Lotus (24), NewRadio Group (24), Dowdy (20), Eagle (20), Hall (20), Bristol (19), Jefferson Pilot (18).