



Press Release

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2009 GENDER ANALYSIS STUDY RELEASED BY MIW RADIO GROUP

RESULTS SHOW CONTINUED GROWTH IN SALES AND GENERAL MANAGER OPPORTUNITIES FOR WOMEN

Boston, MA (February 2, 2010): According to the latest MIW Gender Analysis Study released by the Mentoring and Inspiring Women in Radio Group (MIWs), out of 10,730 AM and FM radio stations accounted for by MStreet Publications as of January 2010, 1719 or 16.2% have women holding the GM position in 2009. That number is up slightly from 15.8% in 2008 and shows continued growth from 2004, when the percentage was only 14.9%. The annual study is compiled, analyzed and released by the MIWs from information provided by *MStreet Publications.

The trends in the top 100 markets are also showing slight growth: in 2009 17.3% of stations in these markets were managed by women, compared to 16.8% in 2008 and up from 15% five years ago in 2004. Overall, the best management opportunities for women continue to be in Sales Management although there's been essentially no change for the five years between 2004 and 2009. In 2009, 30.5% of all stations had women SMs, flat from last year. In the top 100 markets, 32.6% of the stations had women SMs, down slightly from last year.

The greatest challenge for women in radio management continues to be as programmers: women program only 11.1% of all stations, which compares to 10.7% five years ago. In the top 100 markets, women are not doing much better, programming just 9.7% of all stations.

"The MIWs have been analyzing and publishing these gender numbers for the past ten years," commented Heidi Raphael, MIW Radio Group Spokesperson and Vice President of Corporate Communication at Greater Media, Inc. "We are very pleased to see the steady, consistent increase in the area of sales management and senior management. We will continue to work towards promoting future growth in the area of programming management opportunities."

Detailed 2009 MIW Gender Analysis reports for GM, SM and PD positions, including group trends will be released over the next several months. The MIW group of top-level radio women across the country is committed to using their influence and resources to support women in radio to develop strong management and leadership skills. The MIWs are equally committed to advocating the advancement of women to senior positions in radio companies and corporations. Contact for MIWs, success tips, articles and mentoring tips may also be found at www.radiomiw.com, the MIW website.

**All information provided by MStreet Publications is subject to the limitations of data provided by radio companies. The analysis is dependent upon the accuracy and completeness of the MStreet data as of January 2010.*

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