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FOR IMMEDIATE RELEASE

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**RADIO'S MOST INFLUENTIAL WOMEN LAUNCH
2004 GROUP MENTORING PROGRAM**
2003 Program Met With Huge Success

Princeton, NJ...April 15, 2004--The "Most Influential Women in Radio" (MIW's) have launched their third annual MIW Group Mentoring Program and plan to choose four women in the radio industry to mentor through 2004 by the end of May, announced Joan E. Gerberding, former President of Nassau Media Partners and spokesperson for the MIW group. Deadline for applications is May 1, 2004.

"This is an opportunity for me to meet the **best of the best** and to have 43 dynamic female executives help me to multiply my skills and knowledge," commented one of the 2004 applicants. "I hope to gain a lifetime of insight and experience so that I can become a female leader in tomorrow's radio industry."

The program is designed to give four radio women per year the opportunity to be mentored by all members of the MIW group.

"We've evaluated the 2003 program, assessed all of its components, made the necessary changes and we're looking forward to choosing the next group of women to be mentored by the MIW's," Gerberding said.

The MIW Mentoring Program was designed to assist Mentees with learning the skills necessary to become leaders in the radio industry, to provide networking opportunities and to offer guidance for both career and personal growth.

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"I gained a network of talented, dedicated women who I still depend on to help me navigate through new challenges every day," commented a past MIW Mentee. "I was able to share insights and know that my ideas would be challenged with complete confidentiality."

With generous support from Radio Ink magazine (which first named this prestigious group of female radio executives in 1999), from R&R and with financial support from the NAB Educational Foundation and the RAB, the original mentoring program was launched in February of 2002 and has continued with much success.

The deadline for applications for the 2004 program is May 1st. For more information about the MIW Mentoring Program or to become part of the MIW Network, go to www.RadioMIW.com.

The MIW group of top-level radio women across the country has dedicated themselves to using their influence and resources to help put more women in positions of leadership in radio.

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