



# P R E S S      R E L E A S E

## **FOR IMMEDIATE RELEASE**

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## **ONLY 1 IN 10 STATIONS PROGRAMMED BY WOMEN IN 2006**

*One-Third of Groups Have no Women PDs*

New York, NY...April 12, 2007—The Mentoring and Inspiring Women in Radio (MIW) group has released their Program Director Gender Analysis Summary for 2006. It shows that women have made essentially no progress in this job category and in fact, can't be found as PDs in many radio station or groups markets across the country. The annual summary is based on updated information provided to the MIWs by MStreet publications.\*

"It stands to reason that if we as an industry more accurately reflect the communities to which we are licensed, we are likely to become more relevant and to thrive," commented Joan E. Gerberding, newly appointed President of LocalFocus in New York City and longtime spokesperson for the MIW group. "The PD pool is just not reflective of the marketplace."

Among the 120 groups that own 12 or more stations, women program just 10.2% of all stations compared with 9.7% in 2002. As of late 2006, 317 of the 3114 PDs were women, and they programmed only 9.4% of the 4952 stations owned by these groups.

More than a third (44) of the 120 groups collectively owning 795 stations list **no** women PDs.

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Clear Channel, with 1173 stations, ranks slightly above average with 10.8% women PDs, compared to 9.3% in 2002. The next five largest groups, with a total of 948 stations, show only 8.3% women PDs—CBS is above average with 12.7%; the remaining four groups are significantly below average: Cumulus with 8.5%, Entercom with 6.5%, Salem with 6.1% and Citadel with 5.4%.

"We have found that some of the smaller groups represent slightly better opportunities for women programmers," Gerberding added.

The nine groups with 50-99 stations (628 stations total) have an higher than average percentage: 11.2% women PDs—with Radio One at 20% and Nassau Broadcasting at 19.2% as standouts. Regent brings up the rear (and down the average) with only 3.8% (only 2 of its 53 PDs are women).

The 33 groups owning 20-29 stations (770 total) have the highest overall average of women PDs: 13.5%. The 55 groups with 12-19 stations (791 total stations) average 9.3% women PDs.

However, seventeen groups owning 30-49 stations (642 stations total), average only 8.4% women PDs; four of these groups (totaling 129 stations), list no women PDs: American General, Backyard Broadcasting, Qantum and Triad.

Overall, among these groups that own 12 or more stations, women programmed 9.4% of 4890 stations that listed a PD in 2006, compared to 10.6% of all 10,521 stations, and 9.7% of the 2236 stations in the top markets.

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.

The complete MIW Gender Analysis summaries for GM's, GSM's and PD's are posted at [www.RadioMIW.com](http://www.RadioMIW.com). For contact information for each MIW, along with interviews, articles and MIW presentations, or to join the MIW Network, go to [www.RadioMIW.com](http://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.*