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**‘MENTORING AND INSPIRING WOMEN:’
RADIO’S MOST INFLUENTIAL WOMEN RESHAPE AND
RENAME THEIR ORGANIZATION**

***Executive Committee Re-Focuses MIW Mission as Advocacy for
Advancement of Women Leaders in Radio***

(New York, NY) August 10, 2004--The “Most Influential Women in Radio” (MIWs) now has a new name which the group’s Executive Committee feels better reflects what they do and also has a new statement of purpose which was crafted at a recent meeting in Los Angeles.

The MIW group of top-level radio women across the country formed after Radio Ink Magazine chose its first list of Radio MIWs and has since dedicated themselves to using their influence and resources to help put more women in positions of leadership in radio.

“We wanted to determine what’s working and what isn’t as the MIW Executive Committee; to improve what’s improvable; to discard what’s unnecessary; and to set direction as to how best the collective MIWs should focus our energies in the future,” announced Joan E. Gerberding, Vice President Sales, Arbitron Outdoor and MIW spokesperson.

“The organizational name was determined to be the first element to improve upon,” Gerberding continued. “We all agreed that ‘most influential women’ tends to sound pompous. Instead, we tapped into the key elements of what we do and have relabeled ourselves: **Mentoring and Inspiring Women**. We will continue to give the nod to Radio Ink and their “most influential

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Page 2—“MIW’s Executive Committee” cont’d

women” list because we wouldn’t have come together to form this group without them, but now that our group of female broadcast leaders which grew out of it is four years old, we felt that it was time to rewrite the mission statement.”

The new mission statement: The MIWs are committed to using our 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.

Mission Statement elements will include continued website development, the highly successful MIW mentoring program, industry and individual networking, an outreach program to radio company heads, industry panel participation and, of course, the continued release of the Radio Industry Gender Analysis numbers which highlight the percentage of women in the top positions in the top 100 radio companies in the country.

In support of these goals, a new logo is now in the works, according to Gerberding, who has been a moving force behind the dynamic group since its inception. At the Executive Committee meeting Gerberding suggested that, since she is no longer directly involved with Radio on a daily basis, it might be appropriate for her to transition out as spokesperson. A “short list” of potential replacements was decided upon.

In addition, each member of the EC volunteered to take on tasks previously performed by the Spokesperson. Thus, the role of spokesperson will be a more manageable one, consuming less of time than previously.

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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