



# 2016 MIW Radio Group Gender Analysis Report

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# The MIW Gender Analysis Report

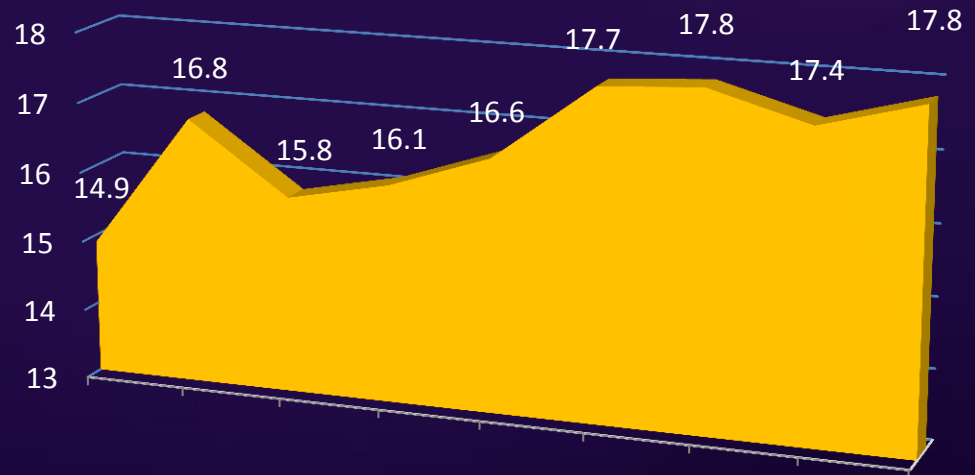
The *MIW Gender Analysis Study* is compiled from information provided by Precision Trak

(data as of 12/31/16)

Created by MIW Executive Committee member Erica Farber, the report provides a realistic snapshot of the role of women managers in today's radio industry.

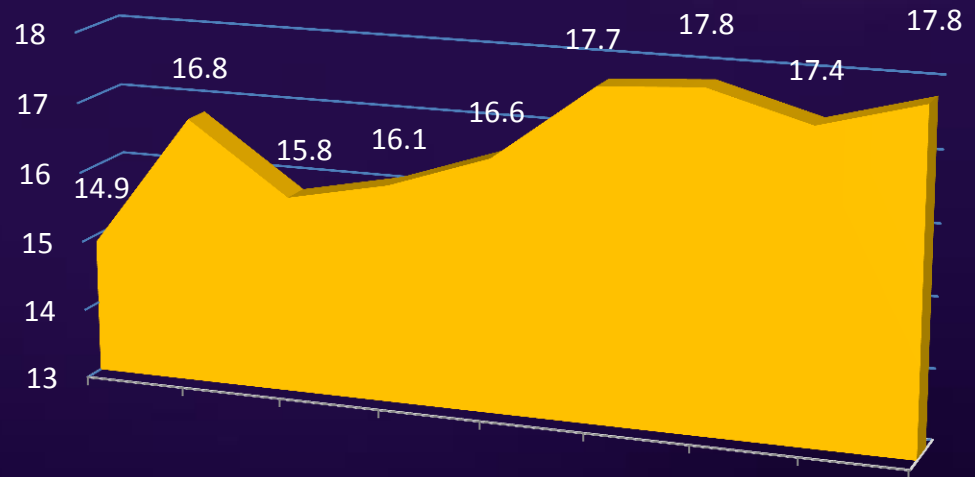
# Female General Managers in Radio Shows Steady Gain

As of December 31, 2016, 17.8% or 1,944 of the 11,229 AM and FM radio stations across the country are managed by women.



# Female General Managers in Radio Shows Steady Gain

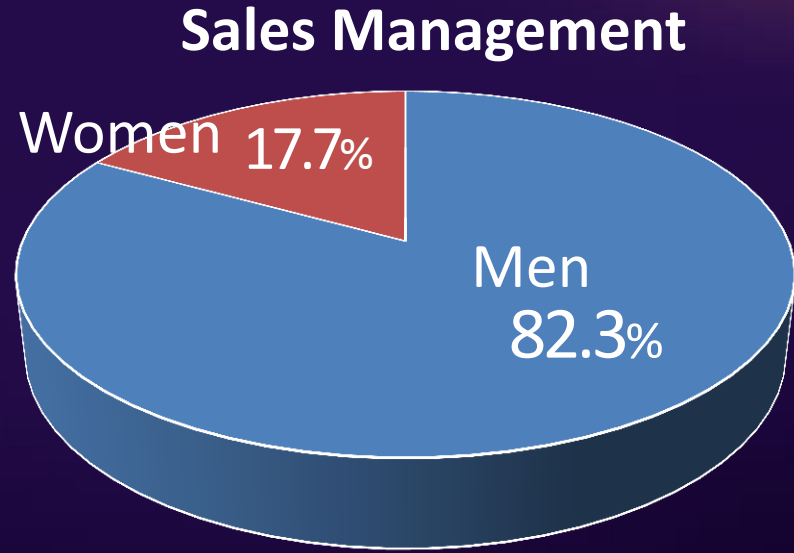
That is only a half-point increase from 17.4% in 2015, but shows consistent gains since 2004, when women managed only 14.9% of all stations.



# Female Managers In Top 100 Markets

nearly equal national average when evaluating all markets.

In 2016, women managed 17.7% stations in the top 100 markets, compared to 16.3% reported in 2015.



# Sales Management Sector Shows Best Opportunities For Female Managers

- Overall the best management opportunities for women continue to be in Sales Management, although there's been essentially only a minor change for the 12 years between 2004 and 2016.
- In 2016, 31.5 % of all stations had women Sales Managers; up one full percentage point from the prior year.
- In the top 100 markets, 31.4% of the stations had women Sales Managers; a slight increase from 2015.

# Female Program Directors

- The greatest challenge for women in radio management continues to be as programmers: women still only program 10.7% of all stations which compares to the exact same number: 10.7% - ten years ago when we began tracking.
- The top 100 markets demonstrates better news as women program 12.2% of all stations and that is also flat compared to 12.2% in 2015.

# Conclusion:

There is slow, but consistent, career growth in radio management for women.

The biggest opportunities are in sales management.

As sales managers continue to move up the career ladder, we expect the number of General Manager opportunities to continue to grow.

The biggest challenge for female managers lies in programming.

MIW-Nielsen Music Mentoring Program announced this June!



**What can we do to  
continue to move forward?**

# MIW Calendar

## January

Mildred Carter Mentoring Program applications solicited

## February

Mildred Carter Mentee Class announced

## March

MIW Gender Analysis Report released

## April

NAB - Las Vegas MIW Lipstick & Lobster Dinner (Monday evening)

## May/June

Rising Through the Ranks applications solicited

## July

Rising Through the Ranks Scholarships announced

***MIW-Nielsen Music Mentoring Program applications solicited***

# MIW Calendar

## August

Rising Through the Ranks – Nashville

MIW-Marketron Rising Star announced

MIW Airblazer awarded at Don Anthony's "Morning Show Boot Camp"

MIW-Nielsen Music Mentee announced

## September

RAB Fall Radio Show - Lipstick and Lobster Dinner - MIW Session,

MIW Trailblazer Award presented

Mentees graduate at BMI/MIW Pre-Marconi Reception

## October – December

***We MENTOR, RECOGNIZE AND INSPIRE!***

# 3 last suggestions to help you "Rise and Lead"

(...or three words you no longer have to fear!)

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## Problem • No • Failure

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### 1. Replace 'Problem' with 'Opportunity'

*"No, because..." | "Yes, but..." | "Yes, and..."*

### 2. Replace 'No' with 'Oh'

### 3. Replace 'Failure' with 'Success!'