

# RADIO INK<sup>®</sup>

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Radio Ink is proud to present our 10th annual list of the Most Influential Women in Radio. Over the years, this has become one of our most anticipated lists, as we spotlight some of the women whose energy, intelligence, and dedication help drive the radio industry. These women are on our list not just because of the titles they currently hold, but for their careers and the positive influence they have had on the industry as a whole. Here are the 2009 Most Influential Women in Radio.

# 10th ANNIVERSARY

1999 - 2009

# 10th ANNIVERSARY MOST INFLUENTIAL *Women* IN RADIO



It's exciting, albeit challenging, to be in radio in 2009! The radio business has been a fascinating and rewarding for me and I expect nothing less in the future! The evolution of HD Radio has been a part my journey and will prove to be a big part of radio's future. Peter Ferrara and an impressive group of forward thinking broadcasters created the HD Radio Alliance to bring all of the stakeholders together. The collaboration between broadcasters, device manufacturers, retailers, automakers and iBiquity has lead to growing consumer awareness. There are over 2,000 HD Radio stations on the air with 1,000 multicast stations, over 100 devices available in over 14,000 stores and 13 automakers are offering HD Radio in 70 vehicle lines. That's progress, none of this was in place when we started the Alliance in 2006. Like any new technology, adoption takes time and perseverance. As the costs to manufactures continue to decline, the time will soon come when HD Radio will be in every new device. Then broadcasters can market AM, FM and HD stations to broad and niche audiences. Advertisers, needing creative and unique ways to reach audiences, will use radio even more to provide a relevant, personal, powerful connection to consumers. I have no doubt radio will embrace the expanding technologies (including HD Radio) and the new opportunities to help advertisers, we will grow our business. I am confident we will win our rightful place in the digital media mix and I am delighted to be a part of the future of radio in partnership with so many smart and savvy broadcasters!



**DIANE WARREN**  
President of Operations  
HD Digital Radio Alliance

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“Sometimes in the foreground...  
often in the background...  
always getting it done.”

The HD Radio Alliance is proud to salute Diane Warren for her vision and leadership. Congratulations, Diane!



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