

In celebration of AWM's 40th Anniversary, we are sharing the rich history of the organization and its influencers like past Presidents and Trailblazers. In this issue we are featuring **Dorothy Binder**. Dorothy has been with our organization more than 30 years, was president from 1993-1994, a recipient of the Trailblazer Award in 2000 and of The Mary Strickland Lifetime Achievement Award in 2015. We asked Dorothy a few questions about what she remembered and enjoyed the most about her involvement with AWM.



AWM: DO YOU REMEMBER HOW YOU FIRST GOT INVOLVED WITH AWM? WHO RECRUITED YOU?

Dorothy: I was working at KHFI (K-98) as business manager when I first got involved with AWM (formerly American Women in Radio and Television). The radio station was paying for all the sales reps' memberships and to attend the luncheon program meetings. I kept having to reimburse the sales reps and I asked, Peggy McCormick, I think, what this was all about. She filled me in so I attended a meeting. When I returned I went to the GM of the station, Richard Oppenheimer, and asked him if he would also support me as a member and attend the luncheons. He did and the rest is history.

AWM: WHAT POSITIONS HAVE YOU HELD OVER THE YEARS ON THE BOARD? IS THERE A FAVORITE?

Dorothy: Over the years, I have served in every position on the board. There has not been a year I have not been in a position since 1988. I think my favorite position was chairing some of our fundraising events. There was a bachelor auction and that was a lot of work but so fun. I also served on the national board for six years as a director and the treasurer for the last two years.

AWM: WHAT IS ONE OF YOUR FAVORITE AWM MEMORIES OR EVENTS?

Dorothy: Some of my favorite memories were when the local affiliate was more connected to the national organization. There was a convention every year with great programming. Our local affiliate sent members each year and I was fortunate enough to be included. I met so many wonderful women leaders all over the country and they are still friends. We lobbied in Washington for the broadcast industry and met with senators and representatives. Judging the Gracie Awards has always been one of my fondest memories. The programming that is presented for these awards is outstanding. The pieces have to be for, by or about women. This is still an awesome awards program.

AWM: WHAT STANDS OUT THE MOST THE DAY YOU RECEIVED YOUR AWARD?

Dorothy: I think the thing that stands out the most about receiving the Trailblazer Award is the recognition by my media peers and being a part of this organization. Being involved over the years was one of the best things I could have done for my career in media. All the memories and experiences that came my way taught me a lot and kept me in the forefront of the media business. I felt very proud.

AWM: ANY WORDS OR THOUGHTS YOU'D LIKE TO SHARE FOR AWM'S NEXT 40 YEARS?

Dorothy: I probably won't be around at year 80 for AWM but I do hope that AWM continues to support and mentor women in the media industry. Originally AWM's goal was to give women the same opportunities as men in the industry - things like ownership and high paying positions such as management and leadership. Those have always been a far reach for women - things have changed for the better but still have a long way to go. Being involved in AWM or any organization can bring so much to anyone that puts in the work. The communications and broadcasting business are sometimes hard to advance in so take advantage of every opportunity to gain knowledge about the industry. You get out tenfold what you put in. There are many changes as we grow so use the tools that are available through AWM and I hope AWM continues to provide those tools.

Dorothy Ann Binder was born and raised in North Carolina. While still a senior at Pittsboro High School, she enrolled for night classes at Hardbarger Business College. She graduated from high school and the business college at the same time.

Dorothy began her career in the manufacturing sector in a hosiery mill where she sewed the toes in women's hosiery. She then moved into medical insurance. After years in both North Carolina and Florida she moved to San Diego to take a business manager position, spending the next 10 years in broadcasting with Retlaw Broadcasting, owned by Walt Disney's wife and daughters. When the station was sold in 1981, she took a job in sales with a marketing company in San Diego and was sent to Austin. Dorothy quickly left sales to once again become a business manager working with Dick Oppenheimer, owner of KHFI and KIXL. She also enrolled at St. Edward's University to study accounting.

While with KHFI she got involved with American Women in Radio and Television (AWRT), now AWM. Not long after joining, Dorothy became a board member, immediately dedicating her time to a fundraiser called the Soaring Spirits Program, which furnished all of the hospital rooms at the children's hospital with televisions. In 1994, she was elected to the national board of AWRT as south-central director. She concurrently served on the national and local board for six years. Dorothy is grateful for the many professional opportunities AWM has provided through the years.

Dorothy has one child and is married to Jerry Binder. Dorothy and Jerry love to travel and have visited places around the world such as Peru, Morocco, Germany, China and many more locations. Their goal is to continue traveling as long as they can.