

## CELEBRATING 40 YEARS

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 **Martha Iglehart**, a 2004 recipient of the Trailblazer Award as well as a former AWM Board Member. We asked Martha 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?

**Martha:** I was recruited by Martha Steinle in '84 or '85. She was the sales manager at KLBJ AM and she was one of my clients. I was new at KTBC, which was the CBS affiliate station in those days. Martha invited me to attend an AWRT event with her. That was my introduction.

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

**Martha:** I served as Programming, Membership and Public Issues (I believe that was what it was called). The purpose of that position was to keep up with legislation that affected the industry. There were meaningful moments in both programming and membership because they each required a lot of attention. It feels good to work with others, serve and accomplish goals together.

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

**Martha:** Aside from receiving the Trailblazer Award in 2004, it has to be the first Battle of the Media Stars. The battle got its start over in East Austin off of Pleasant Valley Road at a sports complex. It was an event we all looked forward to because we got to compete against our competitors on a different playing field. We had games like toss the cart (which lets you know it was a long time ago). It was a great way to socialize with our colleagues, meet new people in the industry, compete and have childlike fun!

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

**Martha:** I was working for Clear Channel and Dusty Black was our market manager. He paid for all my colleagues who wanted to attend the event. I'll never forget the moment of seeing my colleagues (and friends and family) giving me a standing ovation. It's deeply etched in my heart as a "lifetime treasured moment."

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

**Martha:** Lead with your heart and never stop helping each other.

Martha Iglehart grew up in Wichita Falls, Texas. She graduated from the University of North Texas in Denton. After graduation, Martha became the first Black female anchor and reporter at NBC affiliate KFDX-TV. Martha has spent 40 years in media. She is an award winning journalist and account executive. Austin has been home for over 35 years. Many of those years were spent working for KTBC-TV, country radio stations KASE 101 and KVET-FM and now Spirit 105.9. Martha has always been generous with her time not only serving on the AWM board but also serving on the boards of Project Transitions, the Writers' League of Texas, the Austin Arts Commission and the Austin Theatre Alliance (Paramount Theatre).