

# Biographical Description for The HistoryMakers® Video Oral History with Mütter Evans

PERSON

Evans, Mutter D.

**Alternative Names:** Mütter Evans;

**Life Dates:** April 7, 1953-

**Place of Birth:** Williamston, North Carolina, USA

**Residence:** Winston-Salem, NC

**Occupations:** Radio Station Owner

## Biographical Note

Radio station owner Mütter D. Evans was born in Williamston, North Carolina to Dallas Bryant and Mable C. Evans. Evans was raised in the late 1950s in rural eastern North Carolina. In 1971, she enrolled in Wake Forest University in Winston-Salem, North Carolina. While there, she worked at the university's radio station, and in her junior year, she was hired as an intern for the WAAA-AM radio station in Winston-Salem. She graduated from Wake Forest University in 1975 with her B.S. degree in speech communications and theatre arts.

Upon graduation, Evans returned to WAAA as its news and public affairs director. In three years, she was promoted to executive vice president and general manager, with an option to buy the station. In 1979, Evans purchased WAAA from Media Broadcasting Corporation for \$1.04 million, making her the youngest and second African American woman to own a broadcast property in the United States. She also initiated the Annual Noon Hour Commemoration of the birthday of Dr. Martin Luther King, Jr. in Winston-Salem, five years before the first national holiday. The commemoration is one of the oldest Dr. Martin Luther King, Jr. memorial events in the United States.

Evans, who also served as president and general manager of WAAA, sold the station in the 2000s. She later established Mütter D. Evans Communications, a firm that provides assistance in the areas of management, marketing, and public relations. In addition, she served as an adjunct instructor at Winston-Salem State University, where she taught courses in mass communications for over a decade.

Evans wrote a retrospect essay for the History of Wake Forest University, Volume V, 1967-1983 and was featured in the book *Jewels: 50 Phenomenal Black Women Over 50* by Michael Cunningham and Connie Briscoe. She served on the governing council of

the Quality Education Institute, and on the Business Advisory Council of Winston-Salem State University. Evans has also served on national or local boards for the Quality Education Academy, Arts Council, United Way of Forsyth County, Triad Cultural Arts, Winston Lake Family YMCA, American Red Cross, Wake Forest University Alumni Council, and the Winston-Salem State University Foundation. She was also a charter board member and graduate of Leadership Winston-Salem, and a member of the National Association of Black Owned Broadcasters for many years.

She has received awards from the City of Winston-Salem, Phi Beta Sigma Fraternity, Delta Sigma Theta Sorority, Liberian Organization of the Piedmont, New Bethel Baptist Church's Race and Progress Committee, Alpha Mu Sigma Chapter of Sigma Gamma Rho Sorority, Inc., Rho Zeta Chapter of Zeta Phi Beta Sorority, Inc., the Winston-Salem Human Relations Commission, the Winston-Salem NAACP, Winston Lake YMCA, the United Negro College Fund, Morehouse College and Clark-Atlanta University. Evans has been named "Woman of the Year" by the Winston-Salem Chronicle, and was included as one of Black Enterprise magazine's "30 Up and Coming Young Leaders."

Mütter Evans was interviewed by The HistoryMakers on August 15, 2014.

## Related Entries

**Wake Forest University** [STUDENTOF]

[from ? to ?]

**B.S.**

**WAAA-AM** [EMPLOYEEOF]

[from ? to ?]

**Intern**

**Mutter D. Evans Communications** [EMPLOYEEOF]

[from ? to ?]

**Founder**

**Winston-Salem State University** [EMPLOYEEOF]

[from ? to ?]

**Adjunct Instructor**

**WAAA-AM** [EMPLOYEEOF]

[from 1975 to 1978]

**News and Public Affairs Director**

**WAAA-AM** [EMPLOYEEOF]

[from 1978 to 1979]

**Executive Vice President and General Manager**

**WAAA-AM** [EMPLOYEEOF]

[from 1979 to 2000]

**Owner, President and General Manager**

**Quality Education Institute** [MEMBEROF]  
[from ? to ?]

**Member, Governing Council**

**Winston-Salem State University** [MEMBEROF]  
[from ? to ?]

**Member, Business Advisory Council**

**Quality Education Academy** [MEMBEROF]  
[from ? to ?]

**Board Member**

**Arts Council** [MEMBEROF]  
[from ? to ?]

**Board Member**

**United Way of Forsyth County** [MEMBEROF]  
[from ? to ?]

**Board Member**

**Triad Cultural Arts** [MEMBEROF]  
[from ? to ?]

**Board Member**

**Winston Lake Family YMCA** [MEMBEROF]  
[from ? to ?]

**Board Member**

**American Red Cross** [MEMBEROF]  
[from ? to ?]

**Board Member**

**Wake Forest University Alumni Council** [MEMBEROF]  
[from ? to ?]

**Board Member**

**Winston-Salem State University Foundation** [MEMBEROF]  
[from ? to ?]

**Board Member**

**Leadership Winston-Salem** [MEMBEROF]  
[from ? to ?]

**Charter Board Member**

**National Association of Black Owned Broadcasters (NABOB)** [MEMBEROF]  
[from ? to ?]

**Member**

