

Finding Aid to The HistoryMakers® Video Oral History with Mütter Evans

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Evans, Mutter D.
Title:	The HistoryMakers® Video Oral History Interview with Mütter Evans,
Dates:	August 15, 2014
Bulk Dates:	2014
Physical Description:	8 uncompressed MOV digital video files (3:36:29).
Abstract:	Radio station owner Mütter Evans (1953 -) became the youngest and second African American woman to own a broadcast property in the United States when she purchased Winston-Salem, North Carolina's WAAA-AM in 1979. Evans was interviewed by The HistoryMakers® on August 15, 2014, in Winston Salem, North Carolina. This collection is comprised of the original video footage of the interview.
Identification:	A2014_177
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

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.

Scope and Content

This life oral history interview with Mütter Evans was conducted by Larry Crowe on August 15, 2014, in Winston Salem, North Carolina, and was recorded on 8 uncompressed MOV digital video files. Radio station owner Mütter Evans (1953 -) became the youngest and second African American woman to own a broadcast property in the United States when she purchased Winston-Salem, North Carolina’s WAAA-AM in 1979.

Restrictions

Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

Persons:

Evans, Mutter D.

Crowe, Larry (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews
Evans, Mutter D.--Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Radio Station Owner

HistoryMakers® Category:

MediaMakers

Administrative Information

Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

Preferred Citation

The HistoryMakers® Video Oral History Interview with Mütter Evans, August 15, 2014. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

Detailed Description of the Collection

Series I: Original Interview Footage

- Video Oral History Interview with Mütter Evans, Section A2014_177_001_001, TRT: 1:28:09 ?
- Video Oral History Interview with Mütter Evans, Section A2014_177_001_002, TRT: 2:29:49 ?
- Video Oral History Interview with Mütter Evans, Section A2014_177_001_003, TRT: 3:30:58 ?
- Video Oral History Interview with Mütter Evans, Section A2014_177_001_004, TRT: 4:30:23 ?
- Video Oral History Interview with Mütter Evans, Section A2014_177_001_005, TRT: 5:30:06 ?
- Video Oral History Interview with Mütter Evans, Section A2014_177_001_006, TRT: 6:28:52 ?
- Video Oral History Interview with Mütter Evans, Section A2014_177_001_007, TRT: 7:27:39 ?
- Video Oral History Interview with Mütter Evans, Section A2014_177_001_008, TRT: 8:10:33 ?