

WACHOVIA

RECOGNIZES

Mütter Evans

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*Woman of the Year***DEDICATED TO GIVING BACK TO THE COMMUNITY**

Growing up in Williamston, N.C., Mütter Evans dreamed of being the female Walter Cronkite.

In 1979 at age 26, she purchased WAAA Radio, the station she had joined seven years earlier as a Wake Forest University graduate. With the purchase, she became the station's president and general manager and the youngest African-American in U.S. history to own a broadcast company.

"Media is important," Evans says, "because it's the means through which we communicate, inform and form opinions."

Black-owned media, she believes, has an added responsibility.

"Black-owned media should bring about a sensitivity to issues that affect the listenership or readership," she says. "Black ownership not only has to be on top of the overall community but has to make an impact where majority ownership does not."

WAAA, known as Triple A Radio, makes an impact with programming such as Evans' weekly call-in show, "Talk of the Town," which focuses on issues and personalities relevant to the African-American community.

Evans founded the the Martin Luther King Jr. Noon Hour Commemoration, a program held annually since 1981. Socially and politically active, Evans is especially concerned about the educa-

tion, health and safety of young people.

"My most valuable possessions are my time and my energy," Evans reasons. "If I can share, my life has meaning on a day-to-day basis."

That outlook compels Evans' social and political activism. She serves on the business advisory council of Winston-Salem State University, and on the boards of Carolina Health Allilance and Quality Education Academy, a charter school. She also serves on the governing council of Quality Education Institute, a private, non-profit elementary school. Both schools were founded by her church, Carver Road Church of Christ.

Evans values education. That's why she teaches at Winston-Salem State University. In the course "Introduction to Mass Communications," she shares real-world experiences with students. She asserts that the inability or failure to communicate — listen attentively and speak accurately — is the major cause of society's problems.

Evans' forté may be communication, but her life's work is serving others.

"What's most important," she says, "is not the amount of money you make or the titles or degrees that you hold. It's about how you make a difference in the lives of others."

*THE COMMUNITY YOU
SERVE SALUTES YOU*