

Mütter Evans blazes broadcast trail

BY BUSTA BROWN
THE CHRONICLE

It was 1979 when a 26 year old was in Winston-Salem, North Carolina, making history as the second African-American woman to purchase a radio station. Her name is Mütter D. Evans.

"Life is series of things that unfold, and if you script everything, you'll miss out on opportunities." That was Evans' reply when I asked if she was afraid or reluctant to take on the responsibilities of owning a radio station like WAAA, which first began

broadcasting in 1950. The station was rare at that time in the Deep South, because it had a white owner that catered to a mainly black audience.

By 1979, WAAA-AM was well established in the black community. "I started working at the station in 1974 as a part-time on air personality." While on the air, she was a student at Wake Forest University with an opportunity to work full time at WGHP-TV as a news reporter after she graduated. Evans wasn't comfortable with the invasion of privacy that came with being a TV per-



Mütter D. Evans is shown now and at age 26 the day she filed for the transfer of ownership of WAAA.

sonality. "That is what impacted me the most to make the decision to go into radio. That deviated me from what I wanted to do most."

The future radio owner

said she wanted everything that came with doing TV. "But not at the expense of my privacy." She decided to work at WAAA full time, and at age 25 became the general manager and

executive vice president. "The owner of the station, Bob Brown, said to me, if and when I decide to sell the station, I will give you first rights of refusal."

At first she hesitated. "After taking the weekend to think about it, I thought, what I have to lose. If I fail, I could pick myself back up." Evans was young, yet bold and unafraid to step into what has always been a man's world. "It was fast moving and I was a sponge, taking it all in."

Her boss told her that opportunity doesn't always come when you're ready, so when the time came to

purchase WAAA, "I took it." I asked if she was intimidated by an all-male board. "No," she said. I asked why not. "It's just the stuff I was made of," she said.

Six months later, Mütter D. Evans made history. "I wasn't afraid not to make it. I am self assured about who I am. I was told I was too young, I was told I had no husband to co-sign and I was told a black woman can't succeed at this."

Evans took the challenge head on. "I dare you tell me what I can't do. The

See Evans on A5

BUSTA'S PERSON OF THE WEEK

Meet Dr. Telika McCoy, the child expert

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You've heard the saying: "That Child!" I had the pleasure of speaking to Dr. Telika McCoy about that child.

"When you think about your own childhood, you were that child. I was that child that had to read a sentence more than once because I didn't comprehend. So I was that child that needed a little more help in class. I was that child that needed to be inspired that I can actually be something," Dr. McCoy said.

Dr. McCoy said she was that child that some people would say could never write a book, but she did. It's the perfect title: "That Child! Preparing for Challenging Moments with Youth."

"The idea of the book is to get in tuned to the type of child you were, who you wished you had around in

your life. It doesn't mean you didn't have good people around, but who was that person that was missing. And for the people that were around, what didn't they give you?"

Dr. McCoy said "That Child" will help adults become more opened minded toward our youth. "Hopefully, the book will inspire you to give what you didn't have."

Dr. McCoy has always had a passion for children and building strong families, so she did something about it. She attended Shaw University, where she majored in sociology, and graduated with honors. After completing her undergraduate studies, she earned her Master of Divinity degree from Shaw University Divinity School. While attending seminary, she was mentored and taught by Dr. Gardner C. Taylor, making her one of the few theolo-



McCoy

gians to claim such education. She earned her Ph.D. in human services from Capella University in Minneapolis, Minnesota.

Dr. McCoy put in a lot of hard work to better understand how to help

"That Child," and teach anyone that knows a child how to do the same. Chapter 2 in the book is titled "When I was young" tactic. She talks about how to effectively apply the tactic as an approach. "I'm sure so many people remember someone saying to them, when I was young ... People mean to enlighten the child when they say it, but sometimes we don't apply it the right way. We use the "when I was young" tactic to say my generation was better and stronger than yours. Well, think about how that sounds to "That Child" that you're dealing with," Dr. McCoy said.

Chapter 2 in her book "That Child" gives us the dos and don'ts on how to apply the tactic without putting the old school and new school generations against each other.

The book helps anyone that knows a child how not

to burn bridges with children. "It helps us bridge gaps between generations. You should apply your past experience, but your good ole days that are gone, guess what; today is their good ole days. It's OK to say 'when I was young,' but it's how you apply it."

The Winston-Salem native said many times children would say to her, that they feel judged after those "when I was young" talks with adults. "Many times adults, we don't listen to understand young people, we listen to respond to them."

It's clear that no one is born wise, yet the book helps adults understand the importance of being patient with children. Of course, we talked about children and gun violence. I mentioned to Dr. McCoy how parents can be in serious denial about their children's mental state, so what signs should they look for?

"If they are unusually distant, that's something you should consider. You can only find out if they're distant if you are asking about their day and what's going on with them." She's not talking about homework, whether they've washed dishes or cleaned their room.

"A genuine concern about the activities of their day. If you do that now, the moments they don't share a lot, that's a red flag." She's a minister, so of course she shared some biblical principles as well. I also talked to her about Christian vs. professional counseling, and how it might help or hurt church members.

Checkout more of my inspiring and very informative interview with Dr. Telika McCoy on our YouTube channel @WinstonSalemChronicle. Contact Dr. Telika McCoy on Facebook and Twitter @drtelikamccoy.

See the letter endorsed by these organizations at NCWARN.org

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Scientists say the climate crisis is close to a tipping point. Dramatic action must be taken. But Duke Energy is expanding its use of climate-wrecking "natural" gas from fracking and constantly raising rates. Clean energy solutions are cheaper and ready to go. Duke claims to be green - but is only 2% renewable. And its executives are blocking open discussion about NC Clean Path 2025.



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- 2 Have your organization or business endorse the letter to Duke CEO Good: bit.ly/2GpJbby



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