The McClung Museum celebrated its fiftieth anniversary on June 1, 2013, and FY 2014 has seen a continuation of that celebration with special lectures and events throughout the year. The biggest event (literally) occurred on October 25, 2013, with the installation of a 2,400-pound, 24-foot-long bronze cast of an Edmontosaurus—a duck-billed dinosaur that once roamed the coastal plains of Tennessee sixty-five million years ago. The dinosaur was installed in front of the museum and surrounded by plants that descend from the Cretaceous period, which has enhanced our visibility and identity—an effort called for in our 2012 strategic plan.

Much publicity was generated in March 2014 when the governor signed into law a bill making the 650-year-old Native American sandstone statue, pictured below, the official Tennessee state artifact. We are proud to be the stewards of this piece of Tennessee history as well as numerous other objects in our world-class archaeological collections.

The museum continued and expanded its efforts to meet an aspiration of the strategic plan in providing leadership for cultural and natural history education in our region. Our monthly family days and stroller tours, led by Assistant Educator Heather Fritts, along with thousands of docent-led school children, are engaging the community. Increased use of our exhibitions and collections by university classes are fulfilling our academic mission. The addition of Christina Selk as director of external relations in April 2013 has proved to be a wonderful and strategic decision. Under her energetic leadership, the museum has seen a broadened base of support and an increased presence both on campus and in the community.

Retirements generated the addition of talented professionals. The archaeological collections are now under Timothy Baumann, Shannon Perry has assumed the position of registrar and collections manager, and Chris Weddig has been promoted to exhibits coordinator.

As this annual report demonstrates, it has been a good year made possible by committed staff and volunteers as well as the generous financial support from our members and sponsors—all accomplished in our efforts to be a nationally recognized museum in support of the university’s strategic efforts to become a Top 25 public research institution of higher education.

Jefferson Chapman, Director

On the cover:

Hopi ceramic jar, 1890–1900 Nampeyo (1860–1942). Kansas City Museum, 1940.514 From Pueblo to Pueblo: The Legacy of Southwest Indian Pottery.

mission
The McClung Museum of Natural History and Culture complements and embraces the mission of the University of Tennessee, Knoxville. The museum seeks to advance understanding and appreciation of the earth and its natural wonders, its peoples and societies, their cultural and scientific achievements, and the boundless diversity of the human experience. The museum is committed to excellence in teaching, scholarship, community service, and professional practice.

attendance
The museum continues to serve visitors from Knoxville and nearby communities, tourists, and the university community of students and faculty. During a semester, students attend classes two or three times each week in the McClung’s auditorium. During FY 2014, 3,118 students enrolled in twenty-five classes that met at the museum. This number translates to a per capita student building usage—more than 125,000 visits. These students are exposed to exhibits while waiting for classes and most look around the museum several times a semester. Although sometimes hard to track, at least thirty-nine UT and ten other college/university classes had assignments that brought students to various museum exhibits.

vision
The McClung Museum of Natural History and Culture will be one of the top university museums in the country.

membership
We are pleased to announce improvements to our membership program, which provides critical support for our programs, exhibitions, and collections. Giving names and levels will stay the same, but each membership category now has additional benefits, and you can upgrade your membership at any time.

For more information, please visit mcclungmuseum.utk.edu/membership, or call 865-974-2143.

As always, thank you for your support!
Special Exhibitions


**Dutch Pottery.** Case exhibit from the Hensley Pitcher Collection curated by Pamela Bloor, research associate.

**Recent Research in Geology.** Case exhibit by Sarah Keenan, UT Department of Earth and Planetary Sciences.

Prints from John Gould's *Birds of Australia*. Ongoing case exhibit.

**Life on the Roman Frontier.** Ongoing case exhibit.

Long-Term Exhibitions

**Ancient Egypt: The Eternal Voice**

**Archaeology and the Native Peoples of Tennessee**

**Geology and the Fossil History of Tennessee**

**The Decorative Experience**

**Human Origins: Searching for Our Fossil Ancestors**

**The Battle of Fort Sanders, November 29, 1863**

**Treasures Past and Present: Freshwater Mussels**

Exhibition-Related Lectures and Events


Lecture and book signing for *Knoxville in the Civil War* by Joan Markel, August 11, 2013.

“Geology and Fossil History.” Stroller tour, August 19, 2013.


“Grand Divisions: Tennessee’s Civil War in the First Year.” Illustrated lecture by Aaron Astor, Maryville College, April 27, 2014.


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Lectures Co-Sponsored by the Museum and the East Tennessee Society of the Archaeological Institute of America


“Cultural Interaction (and Reaction) in the Courtly Art of the Hellenistic World.” Illustrated lecture by Kristen Seaman, Kennesaw State University, November 7, 2013.


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CONTRIBUTIONS TO THE McCLUNG MUSEUM

JULY 1, 2013–JUNE 30, 2014

The museum has made every effort to check the accuracy of this report. We sincerely regret any errors or omissions that may have escaped our scrutiny. Every contribution to the McClung Museum makes a difference and is greatly appreciated.

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GRAND BENEFACCTOR

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Arts & Culture Alliance
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Ameriprise Financial
Bennett Galleries
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BENEFACCTOR

Ameriprise Financial
Bennett Galleries
Dr. Thomas W. Broadhead
Mr. and Mrs. Richard B. Bryan Sr.
Mr. C. Howard Capito
Illustrated lecture by Walter Klippel, UT, February 20, 2014.

“Seth, Evil God of Power and Might.” Illustrated lecture by Eugene Cruz-Uribe, Indiana University East, April 17, 2014.

Additions to the Collections

Approximately 6,000 freshwater mollusk specimens and three Lane Scientific cabinets. Transfer from the Tennessee Valley Authority.


Twenty-one Huari and Chancay textile fragments, spindles, and ceramics from Peru. Gift of Jinx Stapleton Watson.


Chinese Qing Dynasty (ca. 1750) ancestor portrait. Purchase, Aletha and Clayton Brodine Museum Fund.

Twenty-five objects from the New Guinea Asmat people. Gift of Jane and Joel Buchanan.

Nine antique natural history prints. Gift of Timothy Baumann.


Ceramic hooded water bottle, Late Mississippian period, ca. AD 1450. Gift of Peter and Suzanne Rasey.


One copper plate engraving from Description de l’Egypte, published by Charles Louis Fleury Panchouze, Paris, 1821–1829. Gift of Mr. and Mrs. Mark D. McCormick, Mr. and Mrs. Edward Pylant, and Mr. and Mrs. Mark M. Barnum.


Flint handax, Acheulean period, ca. 230,000 years before present. Gift anonymous.

Sphalerite crystals. Gift of Kula C. Misra.

Awards Received

Award of Excellence for Superlative Achievement from the Tennessee Association of Museums: Museum Website Redesign.

Award of Commendation for Superlative Achievement from the Tennessee Association of Museums: Film—McClung Museum, Celebrating 50 Years produced by Steve Dean and Doug Mills.

Volunteers

Volunteers are essential to the programs and success of the McClung Museum. This year, eighty-two dedicated volunteers provided a total of 3,746 hours of service in the areas of education, collections, exhibitions, publicity, and board service.
Endowments

The value of the museum’s thirteen endowments as of June 30, 2014, was $3,812,000.

What Does Private, Non-University Money Support?
- 80 percent of all exhibits
- K-12 programs (lecture series, family days, stroller tours)
- Acquisitions
- 6 Staff Members
- 13 Student Assistants
- 7-day-per-week guard service
- 75 percent of all operating (postage, telephone, travel, publicity, collections care, museum shop inventory, computer services, printing, science bulletins, office supplies)

Financial Summary

EXPENSES
- SALARIES AND WAGES: 49.3%
- BENEFITS: 15.7%
- UTILITIES: 7.5%
- EXHIBITS: 10.2%
- COLLECTIONS: 9.2%
- ACQUISITIONS: 9.2%
- RESEARCH: 16.3%
- EDUCATION: 9.9%
- UTILITIES: 7.5%
- COLLECTIONS: 9.2%
- ACQUISITIONS: 2.3%
- HUMAN RESOURCES: 0.1%
- SECURITY: 2.6%
- HUMAN RESOURCES: 0.1%
- OUTSIDE SPEAKERS: 0.5%
- EVENTS: 0.5%
- TRAVEL: 0.5%
- UTILITIES: 7.5%
- COLLECTOR: 2.3%
- GUARD SERVICE: 2.6%
- MAINTENANCE: 3.4%
- PR: 2.6%
- SECURITY: 2.6%
- CUSTODIAL/MAINTENANCE: 3.4%
- GENERAL OPERATING: 3.5%
- DATA MANAGEMENT: 3.8%
- FUNDRAISING: 4.4%
- MUSEUM STORE: 2.5%
- INSURANCE: 2%
- STAFF PROFESSIONAL DEVELOPMENT: 0.4%
- HUMAN RESOURCES: 0.1%

INCOME
- UNIVERSITY OF TENNESSEE: 6.7%
- DESIGNATED INCOME: 15%
- ANNUAL GIVING: 7%
- ENDOWMENT INCOME: 9%
- MUSEUM STORE: 2%
- UTILITIES: 7.5%

ACTIVITIES-BASED EXPENSES
- EXHIBITIONS: 17.6%
- RESEARCH: 16.3%
- EDUCATION: 9.9%
- UTILITIES: 7.5%
- COLLECTIONS: 9.2%
- ACQUISITIONS: 2.3%
- ADMINISTRATION: 12%

PATRONS
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- Mr. and Mrs. Jim Biggs
- Charles Schwab
- Clayton Family Foundation
- Fidelity Charitable Gift Fund
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ARCHAEOLOGY

The year began with Timothy Baumann being hired as the new curator of archaeology, replacing Lynne Sullivan, who retired in 2013. Baumann is a 2001 graduate of UT's anthropology program and worked at the McClung Museum during his doctoral training. With the support of graduate assistant Jessica Dalton-Carriger and several undergraduate volunteers and work study students, Baumann reorganized the lab space, creating new archival storage in the old photography darkroom, a new digital photo studio for documenting artifacts, and a new formal entry into the Archaeology & Paleoethnobotany Laboratory. The latter included a new coat of paint, storage lockers for students and visiting scholars, and a historic photo collage of archaeological field excavations and laboratory research for use in class and visitor tours.

Baumann also spent his first year assessing the current state of preservation and accessibility of the archaeological collections. The result was a priority list to 1) complete the rehabilitation of the archaeological specimens and their associated documents started by the previous curator, 2) properly archive and digitize all associated records, 3) improve collection access through the Internet with searchable databases, object images, and digitized documents, 4) increase the use of collections by UT faculty and students for teaching and research, 5) acquire new lab equipment, and 6) obtain funding and resources to complete these tasks.

The McClung Museum continued to work with TVA and federally recognized tribes to meet the legal requirements of the Native American Graves Protection and Repatriation Act (NAGPRA) of 1990. In collaboration with UT's Department of Anthropology and the University of Alabama's Office of Archaeological Research, the museum began discussions to create a revised NAGPRA process for TVA collections with clearly defined methods, procedures, and timetables. The only repatriation in 2013 was of human remains and associated funerary objects recovered from the Oak Ridge National Laboratory in Roane County to the Eastern Band of Cherokee Indians (EBCI) for reburial.

The archaeology collection expanded with a small but significant donation of Peruvian artifacts by Jinx Stapleton Watson. This collection consists of pottery vessels from the Huari (Wari) culture (AD 600–1000) as well as textile fragments from the Chancay culture (AD 1000–1450). The Peruvian textiles are highly regarded for their quality of craftsmanship and multicolored beauty. The textile specimens in this donation represent the first prehistoric textiles in the museum’s collection.

The History Channel's America Unearthed visited the museum in 2013 to highlight the controversial Bat Creek Stone during an episode that aired in January 2014. The Bat Creek Stone was uncovered by the Smithsonian Institution in 1889 during excavations of a prehistoric burial mound in Loudon County, Tennessee, and has been purported by some to be Paleo-Hebrew and a possible link to the Lost Tribes of Israel. Until recently, the McClung Museum had this object on loan from the Smithsonian for a small exhibit that discussed its discovery and legacy as a hoax in American archaeology. The Bat Creek Stone is now on display at the Museum of the Cherokee Indian in Cherokee, North Carolina.

In September, Baumann directed a US Forest Service Passport in Time archaeological excavation in Hoosier National Forest to study ten mysterious stone piles in Perry County, Indiana. This trip was part of the larger German Ridge Heritage Project to examine a nineteenth-century German farming community in southern Indiana for the establishment of a heritage trail and signage. The stone piles were mapped and archaeological testing was conducted on two of them. The results determined that they were...
rock caches created as a byproduct of agriculture field clearing and possibly used as foundation stones for the construction of early log homes and barns. No artifacts were recovered, but dendrochronology cores were taken from the trees growing out of or next to each stone pile. Henri D. Grissino-Mayer, director of UT’s Laboratory of Tree-Ring Science, and his doctoral student Lauren Stachowiak identified the age of the trees, which dated the stone piles to pre-1880.

Baumann also began two new research projects on McClung Museum collections. The first is examining prehistoric negative painted pottery found in East Tennessee to better understand its use, ritual meaning, and method of manufacture. Negative painted pottery is an extremely rare prehistoric ceramic type that is decorated with a resist painting technique and found primarily in the US Midcontinent during the Mississippian period (AD 1200–1500).

A small temporary exhibit on this research is currently on display. The second research project is working with Gary Crites, curator of paleoethnobotany, on domesticated beans (Phaseolus vulgaris) recovered from late prehistoric and historic Native American sites in East Tennessee. Beans are known to be the last domesticated plant adopted by prehistoric cultures in the Eastern Woodlands. Crites and Baumann are interested in determining their arrival and dispersal at specific sites in the Tennessee River Valley.

New research requests and current studies by professional scholars and students of the museum’s collections have come from academic institutions and government agencies in Alabama, Finland, Germany, Illinois, Mississippi, New York, North Carolina, South Carolina, and Tennessee. For example, Riitta Rainio at the University of Helsinki in Finland came to the McClung Museum to examine 8,000- to 6,000-year-old turkey bones from the Eva site in Benton County, Tennessee, that may have been used as bird calling instruments. Rainio’s analysis of these bones was part of a larger archaeoaoustic project to compare them to similar Neolithic bone tools from Sweden.

Three dissertations/theses were completed and nine others that have used the museum’s collections are in progress. Thaddeus Bissett completed his anthropology doctorate at UT in 2014 using materials from the Eva and Big Sandy sites to examine technological variation in projectile point shape and how this may relate to cultural relationships during the Early to Middle Archaic periods (8,000–3,000 BC); Casey Jenkins and Sarah Boncal completed their master’s theses at Illinois State University analyzing the McClung Museum’s prehistoric human remains; and UT undergraduate Sarah Hall completed an honors thesis on the laterality and handedness of Archaic populations in Tennessee by examining the cross-sectional geometry of metacarpals. In recognition of her scholarship, Hall was awarded the Department of Anthropology’s Outstanding Graduating Senior award in 2014. In addition, more than thirty publications and presentations on the archaeology collections and/or by the museum staff were produced.

The museum also received numerous requests from the general public. Most inquiries were for the identification of possible artifacts.
research

PALEOETHNOBOTANY

Curator Gary Crites and lab assistant Kirby Trovillo continued to repackage and rehouse catalogued paleoethnobotanical samples from more than 100 archaeological sites. In addition, bulk, unsorted samples have been repackaged and given context catalogue numbers for future sorting. Over the past year, five volunteers (Kimberly Wren, Megan Patterson, Emma Pugmire, Rachel Stillwell, and Christopher Lassen) have been working on botanical inventory and repackaging samples from numerous sites. Established scholars, student researchers, and educational programmers from UT, other universities, research facilities, and public outreach venues have made use of the McClung's botanical collections, data, and expertise.

Examples include dissertation research by Stephen Carmody (UT anthropology) on the transition from human foraging to food production using Human Behavioral Ecology theory/models; dissertation research by Joanne Ballard (UT paleoecology) on paleoclimate and vegetation change incorporating stable carbon and nitrogen isotope data derived from sediment cores curated at the McClung; and dissertation research by Gabrielle Purcell (UNC-Chapel Hill) into the role gender played in household subsistence behaviors in the immediate pre-contact and post-contact periods in the southern Appalachians.

The paleoethnobotany lab has also prepared samples from late prehistoric sites in middle Tennessee for radiocarbon dating in connection with research being conducted by UT and University of South Carolina faculty and the Tennessee state archaeologist’s office/state Division of Archaeology.

Requests for assistance have also come from the University of Wisconsin, Madison, Department of Botany as molecular research was conducted there on the geographic origin of a now extinct subspecies of Chenopodium, an important domesticated food plant in the eastern United States 3,000 years ago. Educational programming at the Natural History Division of the Discover Park of America in Union City, Tennessee, received support from the McClung paleoethnobotany collections in the form of microscope slide-mounted, 3,000 year-old pollen from east Tennessee.

Crites organized a display of maize (by origin and variation) for International Archaeology Day in October 2013. He also provided examples of native “domesticated” plants that evolved from regional “weeds” for a joint McClung Museum and Ijams Nature Center celebration of the natural history of East Tennessee. Crites continues his work on human-plant interrelations and paleoenvironment in the prehistoric Eastern Woodlands and remains a member of UT’s Bioactive Natural Products Center of Excellence.

MALACOLOGY

The museum’s Paul W. Parmalee Malacology Collection continued to grow last year through the donation of approximately 2,000 specimens representing ninety-nine different species, twenty of which are listed as federally endangered. Donations came from the Tennessee Wildlife Resources Agency, US Fish and Wildlife Service, Tennessee Valley Authority, and from private companies conducting environmental surveys and universities conducting population status and taxonomic investigations. Currently, the collection consists of 5,600 lots representing over 50,000 specimens. There are approximately another 15,000 to 20,000 uncatalogued specimens in the mollusk lab to be processed and added.

The Parmalee collection has material from forty-two states and twenty countries. In all, 300 species of freshwater mussels occur in North America, of which approximately 250 are represented in the collection. Of the 300 species known to occur in North America, 111 species are listed as threatened, endangered, or are considered extinct. The collection has specimens of eighty-eight of these, making it one of the most complete and important collections of freshwater mussels in the world. For this reason, the collection staff is often called upon by state and federal agencies needing to deposit specimens of rare and
protected species and by researchers needing information in support of various environmental endeavors. Last year, the collection was visited by or provided information to the following: Florida Museum of Natural History and Florida Fish and Wildlife Conservation Commission, Arkansas State University, Tennessee and North Carolina offices of the US Fish and Wildlife Service, Appalachian State University, Georgia Department of Natural Resources, US Army Corps of Engineers, Tennessee Department of Transportation, Alabama Aquatic Biodiversity Center, The Nature Conservancy, and the National Park Service.

In December 2013, curator Dinkins and graduate assistant Matthew Reed hosted the twenty-sixth annual Tennessee Endangered Mollusk Committee meeting at UT, followed by a social gathering and tour of the Parmalee collection. The two-day meeting was attended by fifty people from across the Southeast who are involved with research on Tennessee freshwater mussels and included nineteen platform presentations and several oral reports by committee members. Reed gave a presentation on the status and distribution of mussels in the Buffalo River system in Tennessee, and Dinkins gave a presentation on the updated list of mussel species occurring in Tennessee based on recent taxonomic advances. In May 2014, Reed completed his research and graduated with a MS in wildlife and fisheries science. He is currently preparing his thesis for publication and is working as a biologist with the TVA.

Dinkins, with assistance from Hugh Faust, a longtime and important contributor to the Parmalee collection, recently completed a survey for freshwater mussels in a remote sixteen-mile section of the Obed River and the lower reaches of Clear Creek and Daddys Creek for the National Park Service. The goal was to determine the status of native freshwater mussels within the Obed Wild and Scenic River Unit (OBRI) in general and to determine if the federally endangered Purple Bean mussel (Villosa purpurpuraea) is still extant within waters of the OBRI.

The survey team found native mussel species to be localized and rare within the Obed River, and discovered a previously unknown population of the Purple Bean in Clear Creek, a large direct tributary to the Obed. Further survey efforts are being discussed with NPS, and genetic testing of individuals from this population is being conducted by researchers from Virginia Tech University.

Within UT, the collection staff became involved in several graduate research projects. Dinkins identified land and aquatic snail specimens from a rock shelter on the Cumberland Plateau for Meagan Dennison, a graduate student in anthropology, as part of her MS thesis research. Dinkins also identified archeological specimens of freshwater mussels from the Cumberland River for Matthew Kerr, a PhD candidate in geography working on a collaborative research project funded through UT’s Initiative for Quaternary Paleoclimate Research. The Parmalee collection also provided bones of passenger pigeons to Lydia Carmody, graduate student in anthropology, for her research on an early Mississippian site in Northeast Arkansas where passenger pigeons had been previously noted.

Finally, Dinkins co-taught a graduate level course on freshwater malacology with Michael McKinney, director of the Environmental Studies Program and professor of earth and planetary sciences. The spring semester course covered numerous topics including taxonomy, systematics, ecology, collection, and regulatory aspects associated with state and federally protected species. It was the first time a course in freshwater malacology has been offered at UT since the early 1990s, when it was taught by the late Paul Parmalee.
GENERAL COLLECTIONS
This year saw a transition in staff managing the general collection as longtime registrar Bob Pennington retired in March 2014 and new registrar Shannon Perry began her tenure in June. Throughout the year, however, inventory, digitization, and cataloguing continued with the assistance of part-time staff member Donna McCarthy and graduate assistants Madeline James and Catherine Pepmiller.

McCarthy spent most of her time researching the museum’s large decorative arts collections. Using recent publications unavailable to the original catalogers, and with the large number of collectors’ and auction sites now available online, she was able to identify more than 100 previously unknown or unidentified manufacturers of late nineteenth- and early twentieth-century pieces of earthenware, glass, and silver. As one might imagine, this process revealed some true gems hidden among the boxes and shelves in museum storage.

James diligently catalogued and digitized several recent museum acquisitions, such as the gilt lacquer Buddha, lithographs from Europe and America, and artifacts from Peru and Papua New Guinea. She has recently taken on a new project, to reorganize the McClung’s past exhibition files in order to update information in the collection database and make prior exhibition research more accessible to staff.

Lindsay Kromer, media productions coordinator, with student assistance from Laura Frizzell, has focused on the enormous task of editing, organizing, and scanning the thousands of slides, color transparencies, and photographs that span the last fifty years.

Pepmiller provided valuable assistance to Curator Catherine Shteynberg by organizing research on artists and artworks that became a part of the summer temporary exhibition *The Collector’s Eye: American and European Art from the McClung Museum*, which was on view June through August 2014. She also catalogued photographs and historical documents from the museum’s *Louis B. and Eleanor Deane Swan Audigier Collection*. Intern Christine Johnson worked closely with Shteynberg on research for the fall 2014 exhibition *Birds, Bugs, and Blooms: Natural History Illustration from the 1500s–1800s*.

Since joining the museum staff in June, Perry has been working to develop a unified filing system for paper records on collection objects and a user’s manual and standards for the museum’s collection database. She has also been updating digital records on the museum’s extensive collection of nature prints, including works by John James Audubon, Mark Catesby, John Gould, and Alexander Wilson.

PUBLICATIONS, PAPERS & RESEARCH REPORTS

MALACOLOGY


———. “Survey for Native Mussels at Five Stream Crossings in Fink Creek, Lewis County, West Virginia.” Report to Environment & Archaeology, LLC, Clarksburg, West Virginia, July 2013.


———. “Survey for Freshwater Mussels in the Ohio River in the Vicinity of the Phyllis W. Smale Riverfront Park, Cincinnati, Ohio.” Report to Power Engineers, Inc. and the City of Cincinnati, Ohio, September 2013.

———. “Rediscovery of the Federally Endangered Alabama Lampmussel (Lampsilis virescens) in Tennessee.” Presentation at the Science Forum, University of Tennessee, Knoxville, November 1, 2013


PALEOEThNObOTANY


ARCHAEOLOGY
Baumann, Timothy “The Adonis of Newburgh: Fluorite and Calcite Crafting and Use at Angel Mounds.” Invited lecture, Mound City Archaeology Lecture Series, Missouri History Museum, St. Louis, Missouri, October 2, 2013.


———. “Sun Circles and Science: Negative Painted Pottery from Angel Mounds (12Vg1).” Midcontinental Journal of Archaeology, 38(2):219–244.


———. “Hidden in Plain Sight: a Tornadic Discovery of Enslaved African American Life in Missouri’s Little Dixie.” Paper presentation, Society for
PUBLICATIONS, PAPERS & RESEARCH REPORTS

Historical Archaeology’s 47th Annual Conference on Historical and Underwater Archaeology, Quebec, Canada, January 8–12, 2014.

Baumann, Timothy, McCullough, Robert, and Altizer, Valerie. “Archaeological Investigation of the Maier–Speidel Farmstead (12Pe986) on German Ridge in Hoosier National Forest, Perry County, Indiana.” Investigation report, Glenn A. Black Laboratory of Archaeology, Indiana University, Bloomington, Indiana.


CIVIL WAR


McClung Museum on the Web

During the 2013–14 fiscal year, the museum continued to reap the benefits of the newly designed website, which was launched in May 2013. As compared to the previous fiscal year, the museum saw website sessions increase by 7 percent (96,665), unique website users increase by 3 percent (77,655), overall page views increase by 23 percent (223,532), pages per session increase by 15 percent (2.31 pages/visit), and average session duration increase by 22 percent (1:47 min.). Smartphones continue to drive a tremendous amount of the website’s traffic, with a 116 percent increase (15,306 visits, or about 16 percent of all the museum’s web traffic) in mobile visits since the previous fiscal year. Overall, these numbers indicates greater overall website visitor satisfaction.

The museum continues to use Facebook, Twitter, Instagram, and YouTube as important social channels to communicate with supporters and community members both on and off campus. To date, the museum has 2,432 Facebook and 1,449 Twitter followers—a 20 percent and 30 percent respective increase from the previous fiscal year. Facebook and Twitter, as well as local blogs such as Family Friendly Knoxville and UT’s Tennessee Today, continue to be important sources of website traffic, helping visitors learn more about museum events and activities.
If there is a slogan that could apply to the museum’s public programs, it would be “Something for everyone.” From welcoming toddlers and their families to preschoolers, K–12 students, college and university students, and adults of all ages, our programs are many and varied. They take place here at the museum as well as at many other venues, and thanks to our members and sponsors, almost all of them are free.

This fiscal year, 8,349 visitors participated in programs at the museum (this does not include events organized by other campus organizations that took place at the museum) and 3,304 attended outreach programs conducted by museum staff. The total of 11,653 represents an increase of 14.5 percent over total participation last year, summarized by audience as follows:

- University (UT and other colleges): twenty-three separate classes, 679 students (these are classes coming specifically for organized exhibit and collection programs, not classes held in the auditorium)
- PreK–12 students: ninety-five groups, 5,864 students
- Families: twenty events, 1,267 individuals
- Lectures, tours for adults: sixty-six events, 3,827 individuals

Highlights included a fourth consecutive year of popular Civil War lectures presented or organized by Civil War curator Joan Markel; three fiftieth-anniversary lectures; several exhibition-related lectures; and well attended monthly family programs, including Can You Dig It—the museum’s celebration of International Archaeology Day—and National Fossil Day. The success of family programs was due largely to the September arrival of Heather Fritts, our new family programs coordinator. In its sixth year, the Beaumont Museum Magnet Program requested outreach activities as well as learning expeditions to the museum. Three archaeology and fossil camps were held in June and July. New summer programs included Sunday gallery tours and Talking Pictures—short films relating to The Collector’s Eye exhibit.

Regarding content, Civil War programming drew more attendance than any other with the combination of the Civil War lecture series in the spring and Markel’s busy outreach schedule. Most of the audience for these presentations was adults. K–12 groups participated in more programs in the Archaeology and Native Peoples of Tennessee exhibit (29 percent), followed by Geology and the Fossil History of Tennessee (22 percent), Ancient Egypt (16 percent), and The Decorative Experience (10 percent). Of the four temporary exhibitions, Glass of the Ancient Mediterranean drew the most K–12 attendance, with 38 percent of its time slot visitation. Sixth-graders were the most numerous grade in attendance.

K–12 groups came from twelve counties in East Tennessee with Knox County public and private schools accounting for 42 percent of the total. Blount, Sevier, Anderson, and Loudon counties accounted for most of the remainder. Two groups came from North Carolina, and one group from Kentucky and Georgia each participated in programs.

Family programs attendance continued to grow (1,267) with twelve Stroller Tours counting 238 individuals and Family Fun Days attendance measuring 1,029. The latter included seven Saturday programs and Can You Dig It on a Sunday in October, which drew 408 adults and children.

Twenty-three volunteers worked in education programs during the year, which included students from the Departments of Anthropology and Earth and Planetary Sciences as well as community volunteers. Additionally, thirty-six faculty, students, staff of the Archaeological Research Laboratory, and members of the East Tennessee Society of Archaeological Institute of America worked at Can You Dig It.