

addenda



The University of Tennessee at Martin Faculty and Staff Newsletter | Nov. 7, 2022

WUTM SWEEPS CATEGORIES AT TAB AWARDS PROGRAM

UT Martin's student-operated radio station, WUTM 90.3 "The Hawk," was awarded first and second places in both categories offered in the college competitions at the inaugural Tennessee Association of Broadcasters "Excellence in Broadcasting" awards banquet. The event was held Oct. 4 at the Country Music Hall of Fame in Nashville.

The Radio Horizon award was awarded to the best up-and-coming college radio reporter or personality. Blaine McDonald, a senior broadcasting student from Martin, received this award recognizing the newscasts she has anchored. Dylan Ingram, a senior media design major also from Martin, received second place for his newscasts and spot reporting.

"I was honestly extremely shocked to have won the Radio Horizon award," said McDonald. "To win this award makes me truly grateful for everything I have learned at UTM."

The best radio news, sports or event coverage award was presented to Shannon Sullivan, a 2022 meteorology graduate from Colorado Springs, Colorado, for her "severe weather coverage" on WUTM. Second place went to Davis Gregory, a senior broadcasting major from Knoxville,

Continued on PAGE 3



HONORING VETERANS – Participants in the 2021 UT Martin veterans walk are pictured. This year's walk is set for 1-2 p.m., Thursday, Nov. 10. The public is invited to participate.

UT MARTIN TO HOST VETERANS WEEK ACTIVITIES

UT Martin will honor active military personnel and veterans through Veterans Week activities, held Nov. 7-11.

Monday, Nov. 7, from 1:30 p.m.-2:30 p.m., the UT Martin veterans team and ROTC representatives traveled to the Tennessee State Veterans Home in Humboldt to visit with residents and provide dessert.

At 6 a.m., Tuesday, Nov. 8, the second annual veterans bowl was held at Hardy M. Graham Stadium.

The 129th Army Band will perform at Harriet Fulton Theatre, located in the Fine Arts Building, from noon to 1 p.m. on Wednesday, Nov. 9. The 129th Army Band is headquartered at Houston Barracks in Nashville.

The second-annual veterans walk through campus will be held from 1 p.m.- 2 p.m., Thursday, Nov. 10. The walk will begin at the university's veterans memorial outside the Paul Meek Library, move to the Capt. Brent Morel Memorial Bridge located near the

intersection of Skyhawk Parkway and Highway 431, and conclude at Gooch Hall. Both the university and Martin communities are invited to participate.

Friday, Nov. 11, at 11 a.m., the Veterans Day flag-raising ceremony conducted by ROTC cadets and speaker Joseph Lane, a retired lieutenant colonel and UTM graduate, will be livestreamed at www.utm.edu.

For more information, contact **Jason Earley**, veteran services coordinator, at 731-881-1689.

YoUTMs

highlighting the excellence of our faculty and staff



Dr. Ashley Kilburn, professor of marketing, was featured in WalletHub responding to questions about Geico Insurance in its “Geico Insurance Review 2022” feature. These features are intended to help consumers select the best insurance company for their individual needs. You can find the story [here](#). WalletHub, based in Washington, D.C., is a financial website that offers information such as credit-improvement advice and personalized savings alerts. The site’s business-related features are supplemented with information from subject-matter experts.



Dr. Brady Spitz will present a clinic entitled “Brain Drain: Creating Stronger Mental Models to Improve Mallet Playing” on Nov. 11 at the Percussive Arts Society International Convention in Indianapolis. This convention is the largest gathering of drummers and percussionists in the world and regularly sees attendance in excess of 5,000 people. Additionally, Spitz will be taking a group of students to attend the conference and participate in the chamber music and solo percussion competitions. Last year, UTM percussion placed 8th in the chamber music competition.



Dr. Mahmoud Haddad, professor of finance, and his two of his finance classes recently attended, participated and presented the UTM-TVA portfolio risk and return performance and their portfolio management style at the virtual TVA Investment Challenge Regional Conference.

Submit a YoUTM.



Dr. Mary Radford, professor and chair in the Department of Nursing, has been appointed by the Accreditation Commission for Education in Nursing Board of Commissioners to be a member of the ACEN evaluation review panel and the appeal committee. Radford has served as a peer evaluator for ACEN since 2012. Service on the ERP and appeal committees offers additional experience toward ensuring quality in nursing education.



Dr. Christopher Brown, professor of philosophy, was recently invited to attend Brian Rebeiro's Philosophical Eschatology class at the University of Tennessee at Chattanooga. Rebeiro authored a paper “The Problem of Heaven,” to which Brown responded in his latest book, *Eternal Life and Human Happiness in Heaven: Philosophical Problems, Thomistic Solutions*. In the class, Brown talked about his response to the paper and fielded questions from students.



Dr. Tabitha Cude and **Dr. Claire Dempsey**, both assistant professors of counseling, will be presenting at the Southern Association for Counselor Education and Supervision's annual conference on Nov. 3-5 in Baltimore. Their presentation, “How to Best Engage Counseling Students in Online Supervision of Field Experiences,” was accepted for the conference that caters to counselor educators and supervisors in the southern region of the United States.



BROADCASTING HONORS – UT Martin’s student-operated radio station, WUTM 90.3 “The Hawk,” was awarded first and second places in both categories offered in the college competitions at the inaugural Tennessee Association of Broadcasters “Excellence in Broadcasting” awards banquet. The event was held Oct. 4 at the Country Music Hall of Fame in Nashville. Pictured are (l-r) Davis Gregory, a senior from Knoxville; Blaine McDonald, a senior from Martin; and Daariq Burton, a senior from Cordova. Not pictured are Shannon Sullivan, a 2022 meteorology graduate from Colorado Springs, Colorado, and Dylan Ingram, a senior media design major, also from Martin. WUTM can be heard over the air in the Martin area and via livestream at www.wutmradio.com.

WUTM from PAGE 1

McDonald, and Daariq Burton, a senior broadcasting major from Cordova, for their sports talk show, “The Bench.”

The Tennessee Association of Broadcasters advocates for and provides support to the broadcast industry in Tennessee through education and creating relationships between broadcasters and citizens.

WUTM 90.3 “The Hawk” is in its 51st year as UT Martin’s student radio station. Programming is available over the air and through live streaming. **Dr. Richard Robinson**, professor in the Department of Mass Media and Strategic Communication, is the station’s faculty adviser. For more information about the station, contact Robinson at rrobins2@utm.edu.



Pictured (l-r) are Jennifer Cooper, Office of Research, Outreach and Economic Development, Dr. Penny Schwinn, Tennessee Education Commissioner, and Alex Beene, UT Martin adjunct instructor.

UT Martin staff members highlighted for success of ACT program

Two UT Martin staff members were highlighted for their work with ACT prep through a joint celebration between ACT, Inc., and the Tennessee Department of Education held on Oct. 25 in Nashville. **Jennifer Cooper** and **Alex Beene** were present as the Tennessee Department of Education and received the inaugural ACT State Equity and Access Champion Award.

In 2021, UT Martin partnered with the department of education to provide all Tennessee high school students and teachers with access to free, virtual workshops. Office hours and classes focused on how to succeed on the ACT are also available. The UTM ACT Prep Program is funded by a \$199,950 grant from the Tennessee Department of Education.

Through the partnership, 165 workshops have been offered serving a total of 2,241 students, eight mastery classes have been offered serving a total of 169 students, and 13 teacher workshops have been

offered training nearly 200 students.

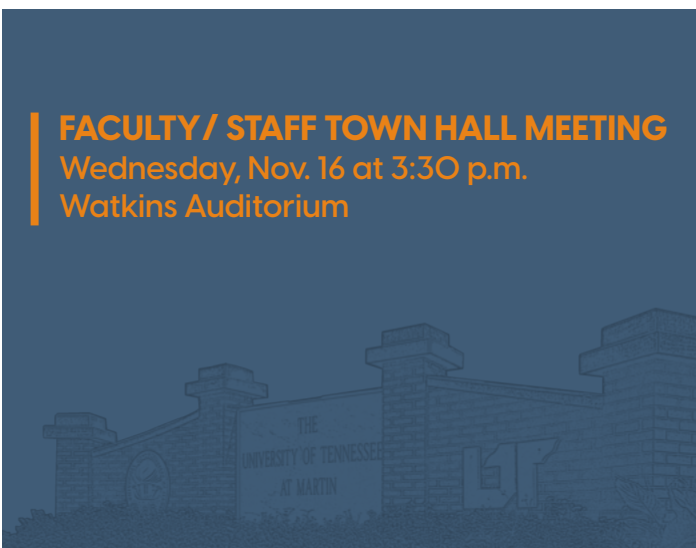
Cooper and Beene were recognized for these efforts and invited to present at the Tennessee Department of Education for CTE Educators conference in Chattanooga, July 19-21.

“Tennessee students deserve our guidance and support to achieve postsecondary and career success,” said UT Martin **Chancellor Keith Carver**. “The Tennessee Department of Education is an important partner in providing ACT prep and the other resources that students need to thrive in our changing economy and world.”

The ACT provides an important opportunity for Tennessee to understand students’ college and career readiness and how to prepare the next generation to transition to post-secondary opportunities.

For questions regarding the UTM ACT Prep Program, contact Cooper, at jlcooper@utm.edu.

FACULTY / STAFF TOWN HALL MEETING
Wednesday, Nov. 16 at 3:30 p.m.
Watkins Auditorium





TOWN AND GOWN MEETS - The UT Martin and City of Martin Town and Gown Association met for a breakfast meeting Nov. 4 at the Martin Event Center. Martin Mayor Randy Brundige offered a city update while Dr. Philip Acree Cavalier and Petra McPhearson (r) provided current information about the university. Cavalier, provost and senior vice chancellor for academic affairs, reviewed the university's recently completed Strategic Plan refresh that was approved Oct. 28 by the UT Board of Trustees. McPhearson, senior vice chancellor for finance and administration, discussed the university's updated master plan approved by the UT board earlier this year. Also pictured is Ann Joiner (l), University of Tennessee associate general counsel. The Town and Gown Association brings together city and university leaders to collaborate on services, events, programs, recreation, commerce and education for the benefit of the university and community. The association is coordinated by the university's Office of Research, Outreach, and Economic Development.



MOMENTUM YEAR – Troy Grant, senior director of college access for the Tennessee Higher Education Commission and Tennessee Student Assistance Corp., speaks to a gathering of educators during a [2023 Momentum Year Regional Meeting](#) at UT Martin. The meeting was held Oct. 25 in the Champions Club and included discussions about how local communities can support student success in the coming year. UT Martin representatives included several members of the chancellor's cabinet, undergraduate admissions, and enrollment services and student engagement.



FOR THE RECORD – Erik Nordberg, dean of the Paul Meek Library, Sam Richardson, archivist and museum curator, and Rhiannon Crossno, a history major, recently presented at the 2022 conference of the Society of Tennessee Archivists. The group updated archivists from across the state on their ongoing project to survey historical records in West Tennessee. Crossno was one of four student interns who visited more than 100 archives, historical societies, libraries and museums over the summer of 2022. The project will produce a directory of agencies early in the new year.



BOOKTACULAR BASH – Joining in on the Halloween festivities on campus Oct. 31 were students, faculty and staff of the educational studies department who celebrated a "Booktacular Bash" in the department suite. Students selected the winners in "Best Faculty Costume; Best Student Costume; and Best Door Decoration." The event was planned by the Living and Learning Community (LLC) Committee: Austin Ferrell, Dr. Beth Stratton, Dr. Harriette L. Spiegel, Abbie McClure and Laura Plunk. The educational studies LLC in Cooper Hall includes the Educational Studies "Call Me Mister" students. Pictured are Dr. Clinton Smith; Dr. Harriette L. Spiegel; Amy Nichols; Austin Ferrell; Dr. Mary Giles; Dr. Amanda Batts; Dr. Beth Stratton; Lauren Campbell; Abbie McClure; Tinley Winn; Jack Crocker; Alexis Cobb; Will Butler; April Willet; Taylor Lollar; Beth Huggins; Madison Summers and Allie Baker.



Fuqua and Jackson receive Outstanding Employee Awards

Landy Fuqua and Kim Jackson, both of Martin, received fall 2022 Outstanding Employee Awards from UT Martin.

Fuqua is the director of the UT Martin Regional Entrepreneurship and Economic Development Center. She has been with the REED Center since 2006 and has served as the director for over 10 years. Under her leadership, clients at the center reported more than \$40 million in economic impact to the Small Business Administration. Under Fuqua's direction, the REED Center assisted 66 businesses with disaster relief, allowing them to retain 253 jobs and distributing \$1.8

million in aid during the COVID-19 pandemic.

"Landy Fuqua is professional, hardworking and an excellent ambassador for UTM in many important on-and-off campus activities. She is truly deserving of this semester's exempt Outstanding Employee Award," said a nomination form.

Jackson is assistant to the dean of the College of Agriculture and Applied Sciences. She works alongside Dr. Todd Winters with event-planning, scheduling, time-management, student-supervision and other office-management tasks. Her work ethic and caring personality for both the department and

university are what led her colleagues to nominate her for this award.

"She doesn't just do her job, but she exceeds all expectations at the highest quality, level of competence, and the numerous above-and-beyond situations she tackles daily without question or frustration," said a nomination form.

UT Martin Outstanding Employee Awards are given to one exempt and one non-exempt employee each semester. Recipients are nominated by their coworkers and chosen by a selection committee.

For more information, contact the UT Martin Office of University Relations at 731-881-7615.

In Memory



Dr. Glenna Sumner died on Oct. 29 in Cape Girardeau. Sumner was a retired associate professor of economics in the Department of Accounting, Finance, Economics and Political Science. She returned following her retirement to teach part time for the university. Her years of full-time teaching service with UT Martin were from Aug. 1, 2011-July 31, 2021. Ford and Sons Funeral Home was in charge of arrangements. More information can be found at [this link](#).

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UTM GLOBAL EDUCATION AND EXPERIENCE DAY
Monday, Nov. 14 beginning at 11 a.m.
Boling University Center Foyer



**PHI KAPPA PHI
50TH ANNIVERSARY
SPEAKER SERIES
PRESENTS
NANCY
BUSCHHAUS**

**6:00 PM
THURSDAY
NOV. 10
UNIVERSITY
CENTER
RM. 206**

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AN ODYSSEY OF
EXPERIENTIAL LEARNING AND
UNDERGRADUATE RESEARCH**

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INTERACTIVE
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**FOR MORE INFO, CONTACT:
DR. ABIGAIL SHELTON
731-881-7462**

MOUNTAIN DEW, MARKETING AND UNDERGRADUATE RESEARCH

The UT Martin Research Series will explore the citrus soda Mountain Dew at 4 p.m., Nov. 14, in the north reading room of the Paul Meek Library through a

presentation open to the public. Students in an undergraduate marketing course will report the outcomes of their head-to-head taste test, reminiscent of

the Pepsi Challenge, in which modern Mountain Dew is compared to Mountain Dew Throwback.

Brands continuously adapt their products to changing consumer preferences. Over time, “new” products become the “original” to younger consumers, allowing a brand to introduce a “throwback” version using earlier formulas and marketing tools. This was the case with Mountain Dew Throwback, re-introduced by Pepsi in 2009 to allow modern consumers access to the more “original” flavor.

The presentation will review the history of the Pepsi Challenge, arguably Pepsi’s most successful advertising campaign, as background to the UTM student group’s modern-day application. Data collected from university students provides insights into the efficacy of Pepsi’s strategic decisions when adapting products to changing consumer preferences. The presentation will share data collected by 30 students as part of their consumer behavior course taught by **Christian Bushardt**, a lecturer in UTM’s College of Business and Global Affairs.

Participants are also encouraged to tour a traveling exhibit titled, “It’ll Tickle Yore Innards!” about the development

and history of Mountain Dew. Curated by the East Tennessee Historical Society, the exhibit utilizes historical photographs, advertising and marketing material, and a collection of original artifacts to reveal the Tennessee roots of this internationally famous beverage. The exhibit remains on display in the J. Houston Gordon Museum in the Paul Meek Library through January 2023.

The monthly UT Martin Research Series highlights the research of campus faculty, staff and students. In addition to co-sponsors, the Paul Meek Library and the Division of Academic Affairs, the event is supported with free refreshments and giveaway items provided by Pepsi MidAmerica.

Parking for the reception will be in the Paul Meek Library parking lot on Wayne Fisher Drive off Mt. Pelia Road. Parking permits are available online at www.utm.edu/departments/publicsafety by selecting the “Online Visitor Parking Permit” link. The presentation will be livestreamed [here](#) with a recording available for viewing at a later date.

For more information, contact **Dr. Erik Nordberg**, dean of the Paul Meek Library, at 731-881-7070.

You Tell Me

- **Question** – Does it help the university when I like or share a post on official university social media accounts?
- **Answer** – Yes, “liking” and “sharing” university news is always helpful for engagement on the UT Martin social media accounts. If you are not already following UT Martin on social media, please give us a follow on [Facebook](#), [Instagram](#), [Twitter](#), [Snapchat](#) and [TikTok](#).

Submit your questions anonymously to the Suggestion Box link at www.utm.edu/suggestionbox.

addenda

Published weekly during the academic year and biweekly during the summer by UT Martin, Martin, TN 38238
Randy Boyd – President, University of Tennessee System • Dr. Keith Carver Jr. – Chancellor • Nathan Morgan – Addenda Editor
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