



MEDIA RELEASE

OFFICE OF COUNTY MAYOR GLENN JACOBS

400 Main Street, Suite 615, Knoxville, TN 37902

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Contact: Mike Donila Rylie McClurg
306-1177 cell 215-4579 office
705-1681 cell

Mayor Jacobs Talks About Parks and Rec and NCAA Lawsuit

KNOXVILLE, Tenn.— During his Weekly Update, which will post around 1 p.m. today, Knox County Mayor Glenn Jacobs focuses on the county’s Parks and Recreation Department and the lawsuits filed by the attorney generals of Tennessee and Virginia against the NCAA.

Mayor Jacobs this week helped drop off seven barrels of food and a check for over \$3,100 to the Love Kitchen. The donations were collected during the annual Holiday Festival of Lights at the Cove at Concord Park. A big thanks to everyone who donated!

Mayor Jacobs also touches on the NCAA investigation into the University of Tennessee for allegedly violating its name, image, and likeness (NIL) rules.

“Everyone knew NIL was going to have a transformational impact on major college sports. But instead of getting ahead of it and creating guidance in advance, the NCAA chose to rely on its existing rules concerning recruiting and pay-for-play,” Mayor Jacobs says. “With the advent of massive TV contracts, major college sports have changed dramatically. Everyone from the universities to the coaches to the networks to local media is making money on the backs of these student-athletes, who, up until recently, were prohibited from benefiting financially. Yes, they often get scholarships, but that pales in comparison to their coaches, who are making millions per year. Obviously, this is a complex issue, but the NCAA hasn’t done anyone any favors with its typical ossified, bureaucratic approach to dynamic changes in the market.”

Mayor Jacobs also notes why the issue is important to Knox County.

“UT athletics are a major driver of our local economy,” he says. “When their programs are doing well, people here are more upbeat and folks come from all over the Southeast to watch the Vols or the Lady Vols, staying at hotels, patronizing restaurants, and shopping. So, on this one, I stand with UTK Chancellor Donde Plowman and Tennessee Attorney General Jonathan Skrmetti. The NCAA needs to get its act together and acknowledge that they are the problem, not UT, and certainly not the student-athletes.”

Please note that all Knox County Government offices—including the Knox County Health Department, convenience centers, and public libraries —will be closed Monday, Feb. 19, in observance of Presidents’ Day.

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