

## Sports &amp; Entertainment

## Scott solidifies leadership team with two new hires and one staff promotion from sports page 1

Jones, a veteran in college athletics with an expansive background, will lead the development and ticketing teams as well as Learfield partner, Tiger Sports Properties after serving as the Executive Director of Intercollegiate Athletics at the University of Mary, a Division II institution in Bismarck, North Dakota. The former Ohio University football student-athlete possesses over 25 years of experience following his time as the Executive Director of Intercollegiate Athletics and Campus Recreation at Cal Poly Humboldt and holding leadership roles at Tarleton State, Arizona State, North Texas, Louisville, Maryland and Georgia Tech.

"I am thrilled about the opportunity to work at the University of Memphis and be a part of the leadership team that Ed Scott is building," Jones said. "Ed and I worked together at Louisville many years ago and I have admired and respected his work in college athletics for almost 20 years. His values and his vision for the next chapter of Tiger Athletics made this opportunity very

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Throughout his career Jones has participated in three university advancement capital campaigns totaling more than \$1 billion, renovated or built 19 practice and competition venues while significantly growing revenue streams and season ticket holders. Jones has also led unit-based capital campaigns and annual fund drives in excess of \$935 million, directly responsible for nearly \$509 million in new gifts.

"The University of Memphis and Tiger Athletics are uniquely positioned for success during this time of change in college athletics," Jones continued. "I look forward to working with Ed and the Memphis community to leverage our strengths into victories on the playing fields and in the classroom. Go Tigers Go!"

Sulentic returns to campus and joins the executive team following 14 years at the National Collegiate Athletic Association (NCAA) in Indianapolis as the Associate Director of Enforcement, Investigations and Process-

ing. A bar-certified lawyer, Sulentic will direct the compliance, academic and student-athlete development teams while overseeing the Name, Image and Likeness (NIL) programming for the Tiger student-athletes. Prior to her time at the national office, Sulentic spent over eight years on the campuses of the University of Colorado and University of Nebraska.

"I'm both humbled and honored to join the University of Memphis athletic department," Sulentic said. "As the evolution of college athletics continues, I'm so grateful that I get to participate in that evolution with some of the best student-athletes, coaches, and administrators in the country."

After working at one of the world's largest law firms in Boston, Sulentic assumed her role at the national office where she processed major infraction cases across the NCAA bylaws. Sulentic's time at the NCAA, as a lawyer and on college campuses has provided her with invaluable experience in navigating NIL and the House settlement. Sulentic earned her undergraduate degree from the University of Northern Iowa before receiving her master's degree from the University of Nebraska and law degree from Roger Williams University.

Wilson, who has been an integral member of the department for the past four years, has been promoted to Assistant AD for Finance & Special Assistant to the AD after serving as the Director of Athletic Business and Finance. Wilson will be responsible for the creation and monitoring of budget reports for all sports and administrative units while assisting senior leadership with information on any issues and future budget planning. In addition to her role within the business operations of the department, Wilson will provide executive support for Scott.

"As a native Memphian and two-time graduate of the University of Memphis, I am excited to continue to serve my university, our student-athletes and the Memphis community," Wilson said. "I would like to thank Dr. Scott and Haley Prewett for this amazing opportunity to work alongside them and contribute to Dr. Scott's vision for Memphis Athletics."

Sulentic and Jones assume their roles beginning November 11 and December 1, respectively. Wilson's promotion is effective immediately.

For complete information on Memphis Tigers Athletics, visit [www.GoTigersGo.com](http://www.GoTigersGo.com) and follow the team's social media channels on Twitter, Instagram and Facebook.

## TN Titans to host Minnesota Vikings in Nissan Stadium from sports page 1

The Vikings are in their third season under head coach Kevin O'Connell, who served as offensive coordinator for the Los Angeles Rams prior to being hired to his current post. The Vikings went 13-4 and won the NFC North in 2022 before going 7-10 in 2023.

During the 2024 NFL Draft, the Vikings used their first of two first-round selections on Michigan quarterback J.J. McCarthy. However, McCarthy suffered a season-ending injury during the preseason. The team turned to veteran Sam Darnold, who has

started every game in McCarthy's absence.

Darnold's primary target is fifth-year wide receiver Justin Jefferson. In 2024, Jefferson ranks second in the NFL with 831 receiving yards on 53 catches.

The Vikings visited the Jacksonville Jaguars last week and won by a final score of 12-7. John Parker Romo provided all of Minnesota's scoring with four field goals in his NFL debut. It kept Minnesota one game behind the 8-1 Lions in the NFC North standings.

Email sports news to [MSTsports@prodigy.net](mailto:MSTsports@prodigy.net) and Entertainment news to [MSTentertainment@prodigy.net](mailto:MSTentertainment@prodigy.net)

## Memphis Grizzlies announce partnership with Coca-Cola to make it 'Official Fan Refreshment' at FedExForum; Includes Sprite Dunk Moments

MEMPHIS, Tenn., November 12— The Memphis Grizzlies announced a multi-year partnership with local bottling partner Coca-Cola Consolidated and The Coca-Cola Company, making Coca-Cola the Official Fan Refreshment of the Grizzlies and FedExForum.

Coca-Cola products are now available for fans inside FedExForum. Coca-Cola will gain substantial exposure across the

*"We're thrilled to be partnering with Coca-Cola and Coca-Cola Consolidated as we continue to enhance the fan experience at FedExForum," said Ted Roberts, Vice President of Partnership Marketing. "Together we plan on making memories for Grizzlies fans throughout the region with unique promotions and impactful community programs."*

Grizzlies platform through social media and in-arena assets, including Sprite Dunk Moments following each Grizzlies dunk



and the presenting sponsor of the Grizzlies 'Mie'd Up' series.

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As the city's local bottler, Coca-Cola Consolidated is committed to the Memphis community. In addition to providing the beverages they love, in 2023 the company made a \$1 million donation to the Boys & Girls Club of Greater Memphis and invested more than \$340,000 in the community.

"We are thrilled to join forces with the Memphis Grizzlies," said Heather Hucks, Vice Pres-

ident of Consumer Connections at Coca-Cola Consolidated. "We're excited to bring this partnership to life not only in the arena but also in the community as we create great memories alongside the fans."

"We are delighted to partner with the Memphis Grizzlies and Coca-Cola Consolidated. This collaboration will not only enhance the game-day experience but also strengthen our community ties as we create unforgettable moments with the fans," said Dori Silverman, Senior Director of Integrated Marketing at The Coca-Cola Company.

Coca-Cola Consolidated, The Coca-Cola Company and the Grizzlies recently teamed up to provide an opportunity for the students at the Boys & Girls Club of Memphis to attend a game and meet with Grizzlies team members to learn about what it means to be part of the Grizzlies organization. Learn more at [www.coca-colacompany.com](http://www.coca-colacompany.com) and follow us on Instagram, Facebook and LinkedIn.

About Coca-Cola Consolidated, Inc.

The following is a statement from the company:

"Coca-Cola Consolidated is the largest Coca-Cola bottler in the United States. Our Purpose is to honor God in all we do, to serve others, to pursue excellence and to grow profitably. For over 122 years, we have been deeply committed to the consumers, customers and communities we serve and are passionate about the broad portfolio of beverages and services we offer. We make, sell and distribute beverages of The Coca-Cola Company and other partner companies in more than 300 brands and flavors across 14 states and the District of Columbia, to approximately 60 million consumers."

Headquartered in Charlotte, N.C., Coca-Cola Consolidated is traded on the NASDAQ Global Select Market under the symbol "COKE." More information about the Company is available at [www.cokeconsolidated.com](http://www.cokeconsolidated.com). Follow Coca-Cola Consolidated on Facebook, X, Instagram and LinkedIn.

## Maverick Entertainment premieres new drama 'I Hate I Love You' streaming exclusively on Peacock

ATLANTA, Nov. 12, 2024 /PRNewswire/ -- *I Hate I Love You*, a gripping new drama starring **Kearia Schroeder** and **Redaric Williams**, premieres exclusively on Peacock on November 14th. This suspenseful story dives into the high-stakes world of Jacinda and Bradley Wright, co-founders and managing partners of The ArtLife

*This suspenseful story dives into the high-stakes world of Jacinda and Bradley Wright, co-founders and managing partners of The ArtLife Group, a cutting-edge multimedia management company thriving at the intersection of style, music, culture, and social media.*

Group, a cutting-edge multimedia management company thriving at the intersection of style, music, culture, and social media. As the company enjoys unprecedented success, the Wrights' lives begin to unravel, revealing a world where trust is shattered, and everyone has something to lose.

*I Hate I Love You*, a gripping new drama, premieres exclusively on Peacock on November 14th

The film boasts a powerhouse



**"I Hate I Love You" stars Kearia Schroeder, Redaric Williams, Jessica "Jess Hilarious" Moore, and Lil Scrappy. (Photo/Courtesy: Maverick Entertainment)**

View the official trailer on YouTube <https://youtu.be/Tq0PIESTkng> or press link.

cast, including Kearia Schroeder, known for *Bolden* (2019) and the BET+ Original *Dance for Me* (2023). Redaric Williams, celebrated for his role as Tyler Michaelson on *The Young and the Restless*, brings his experience from *Zatima* (2023) and *Haus of Vicious* (2024). Comedian Jess Hilarious, famous for her sharp humor on *Wild 'N Out*, and *The Breakfast Club*, adding a dose of authenticity, while rapper and *Love & Hip Hop: Atlanta* star Lil Scrappy, a fan-favorite who wows with an emotional performance. Together, they weave a compelling tale of ambition, betrayal, and the high cost of success, embodying the age-old adage, "Keep your friends close and your enemies closer."

Directed by **Jabriel McIntosh** and written and produced by J.Carter of Freeli Films, *I Hate I Love You* is executive produced by Maverick Entertainment, a leader in independent film distribution known for bringing diverse and compelling stories to a global audience.

About Maverick Entertainment Founded in 1997, Maverick Entertainment has established itself as a leader in the acquisition and distribution of niche and independent films, bringing diverse stories to audiences worldwide.

## Lee Greenwood sets record at age 82 with rock rendition of 'God Bless the U.S.A.' from sports-Ent. 5

ation.

Listen/download "God Bless The U.S.A." (Rock version): <https://lnk.to/GodBlessTheUSA-Rock>

On Veterans Day, RFD-TV honored those who serve this great nation in the hour special music special 'An All-Star Salute To Lee Greenwood'.

Music performances included **Big & Rich, Crystal Gayle, Gavin DeGraw, Home Free, Jamey Johnson, John Berry, Michael Ray, Michael W. Smith + The Isaacs, The Oak Ridge Boys, Sam Moore + T. Graham Brown, Tracy Lawrence**, and, of course, a finale

performance of Lee Greenwood singing "God Bless The U.S.A." with a cast of artists that also included **Lee Brice, Dustin Lynch, John Conlee, Deana Martin, Neal McCoy, Billy Dean, and Rodney Atkins, among others. Special video appearances by Dolly Parton, Paula Deen, and Kid Rock!**

During the taping of this special, two adapted homes were given to deserving veterans through Greenwood's association with Helping A Hero, a 501(c)3 organization. Those homes were donated by Louis and Patti Breland of Breland Homes in Huntsville, Alabama.

Find RFD-TV for re-airing and other information and program-

ing at [rfdtv.com/find-us-on-tv](http://rfdtv.com/find-us-on-tv) About Lee Greenwood:

Throughout his expansive career, international country music icon Lee Greenwood has earned multiple CMA and ACM Awards, a Grammy Award for Top Male Vocal Performance on "I.O.U." in 1985, and a multitude of other prestigious awards nominations. His discography includes twenty-two studio albums, seven compilation albums, seven No. 1 hits, and thirty-eight singles including songs like "It Turns Me Inside Out," "Ring On Her Finger Time on Her Hands," "She's Lyin'," "I Don't Mind the Thorns if You're the Rose," "Dixie Road," "Somebody's Gonna Love You," "Going Going Gone," "You Got

A Good Love Comin'," among others. His stand-out hit "God Bless the U.S.A." has been in the top five on the country singles charts three times (1991, 2001, and 2003), giving it the distinction of being the only song in any genre of music to achieve that feat. It reached the Top 20 of the Billboard Hot 100 chart shortly after 9/11.

Known for his stand-out patriotism and support of the U.S. military, Greenwood has been honored with the Congressional Medal of Honor Society's National Patriot's Award and entertained troops on more than 30 USO Tours. For more information, visit [leegreenwood.com](http://leegreenwood.com).