



MEDIA RELEASE

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Mayor Jacobs Small Business Series Features Rita Thomas Photography

KNOXVILLE, Tenn.— Knox County Mayor Glenn Jacobs interviewed Rita Thomas, owner of Rita Thomas Photography, as part of his small business series.

Each week, the Mayor conducts interviews with small business owners, offering them the opportunity to talk about what they do; highlight their work; and share any future plans. A new vignette runs each Wednesday on the county and Mayor’s social media platforms. This month, the series focuses on veteran-owned businesses in honor of National Veterans & Military Families Month.

Thomas, who served in the U.S. Air Force where she was a linguist from 1981 to 1990, started her photography business a decade ago.

“I specialize in branding and marketing photography and videography for business owners,” she told the Mayor. “There’s a known, like, and trust factor that every consumer needs before they’ll spend their money with you. And my photography and videos that I can do through them will build that into their market so they can not only add a bunch of clients – but the right clients.”

Mayor Jacobs and Rita Thomas also talked about her time in the military, how it helped shape her as a person and what to know about starting a business.

“Make sure you know the value of the service you provide or the product. And, also get advice,” she said. “Don’t be afraid.”

To hear more of what was said, check out the [video](#)

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