

# Jeffery Ledington Professional Work

<https://www.thepacer.net/> - Website Editor/Manager



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MULTIMEDIA ▾ HAWK SPOT! ▾



TRENDING NOW Professor profile: Charles Lewis, Ph.D.



## <https://muckrack.com/jeff-ledington> - Journalism Portfolio

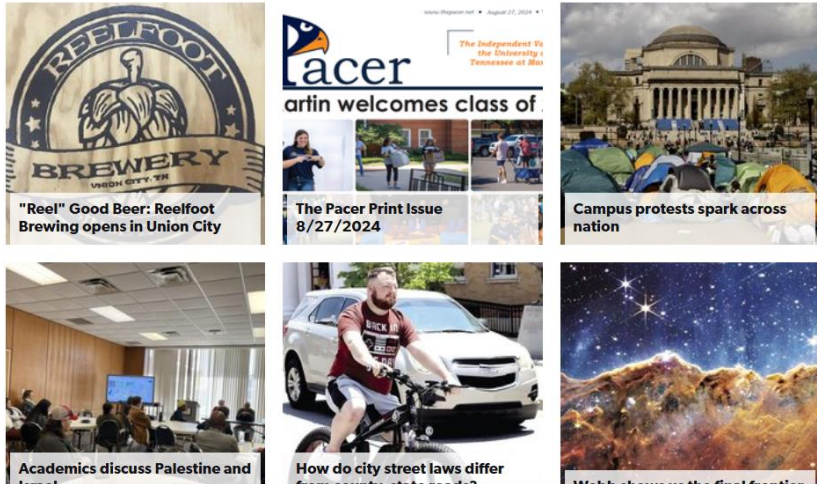
### Jeff Ledington's Biography

[Read Full Bio](#) →

Website Editor for The Pacer. Former Reporter for The Mountain Advocate newspaper in my hometown of Barboursville, Ky. FEMACorps Alum with a certification in External Affairs and AmeriCorps NCCC Media Rep. Former VISTA with the United Way of the Ocoee Region, ANDOR Project.

### Jeff Ledington's Journalist Portfolio

[See all 67 portfolio items](#) →



## Confessions of a Baking Queen Series - Videography

<https://www.facebook.com/watch/196794556591/334239797744601>



## Town of Newbern- \$980k grant award

<https://www.tn.gov/environment/news/2023/10/5/lee-tdec-announce-26-million-parks-and-rec-projects.html>

## **The Other Pandemic: Before and after Covid, opioids ravage region – Writing Sample**

[https://www.nolangroupmedia.com/mountain\\_advocate/news/before-and-after-covid-opioids-ravage-region/article\\_9f13d156-7c39-11eb-9592-9b5366ac5714.html](https://www.nolangroupmedia.com/mountain_advocate/news/before-and-after-covid-opioids-ravage-region/article_9f13d156-7c39-11eb-9592-9b5366ac5714.html)

For years, Appalachian communities have faced the brunt of a drug epidemic. Opioids have flooded the region over the past two decades, compounding economic challenges already putting a strain on many communities — Knox County included.

A 2017 report published by the Department of Health and Human Services (HHS) concluded that “the burden of nonmedical opioid abuse in rural Appalachia extends beyond individual drug users as it tears away at traditionally close-knit families, reduces the viable workforce, increases crime, overloads the justice system, and spreads disease through the region.” The study found numerous reasons why the epidemic has hit the area so hard. Appalachian communities like Knox County are home to a large number of physical jobs like mining, logging, and factories, making the population prone to workplace injuries and chronic pain. This combined with companies marketing these painkillers to physicians in the region resulted in increased availability. The study further found that “opioid and polysubstance misuse often translate into injection drug use and, in turn, high rates of blood-borne diseases such as Hepatitis C and HIV, which have increased the region’s social and economic burdens.”

Treatment was a major focus of the HHS report. “Many characteristics make substance use treatment difficult and distinctive when compared to other impoverished areas,” it stated. Three of the major characteristics listed were “lack of access to health professionals because of cost and insufficient health insurance coverage; lack of access to qualified health care providers as a result of travel distance, lack of training in evidence-based and evidence-supported treatments, and/or lack of trust in health profession also to provide effective treatment; and lack of educational and economic opportunity contributing to systemic poverty, a key determinant of higher rates of substance abuse.”

Knox County Sheriff Mike Smith echoed the need for more treatment, saying “the problem is treatment and helping them get off it. They aren’t don’t get the help they need.” Smith believes we need more treatment and facilities to combat the opioid epidemic, a position supported by decades of research. “We do more than arrest people. We work with UNITE and take them to treatment. We try to help and get them the treatment they need,” he added.

Smith estimates that his department deals with illegal narcotics “50% of the time.” “It’s a daily battle, he stated.”

Knox County Jailer Mary Hammons put forth a similar statistic. “Our jail stays full and over half of the cases involve some form of drug abuse,” she said. Hammons also pointed out the burden opioids and other drugs have put on the Knox County taxpayer. “Tax money has been used to control those under the influence who are sometimes out breaking the law to gain funds to sustain

their addiction or so out of their minds they are hurting themselves or other people. Tax money to house those we detox, tax money to offer rehab to those willing to work on overcoming their addiction,” she stated, adding “We are working on solutions to help those who are already addicted, and we are praying that our community will continue to help educate those at risk of trying drugs.”

Hammons highlighted the Knox County Detention Center’s various rehabilitation programs. The covid-delayed GED program recently started up and classes on parenting, anger management, moral recognition therapy, and PORTAL New Direction, with more to come in the next two weeks.

A study released by the Kentucky Injury Prevention and Research Center (KIPRC) in 2016 found that between 2011 and 2014, there were 47 overdose deaths in Knox County; among the highest rates in the state at 36.89 per 100,000 people. A later report from the center showed there were 19, 10, and 13 deaths in 2015, 2016, and 2017 respectively. Other nearby counties have often suffered even worse; a 2016 overdose fatality report from the Kentucky Justice and Public Safety Cabinet lists Bell County as having the second most deaths per capita in the state at 58.53. A 2016-2017

Another report from KIPRC, released in December 2020, states that Kentucky opioid-related deaths increased 6.6% from January 2017 to March 2020. There is no data showing the percentage of opioid users who transition to other drugs, but over the same time period, methamphetamine deaths rose 66.7%. Fatal overdoses are not the only sort however. Between 2016 and 2019 there were 239 non-fatal overdoses in Knox County, 36 solely from opioids. In that same time frame, there were 1,358 drug-related trips to the emergency room and 1,683 hospitalizations.

Law enforcement agencies recognized the threat of painkillers long ago.

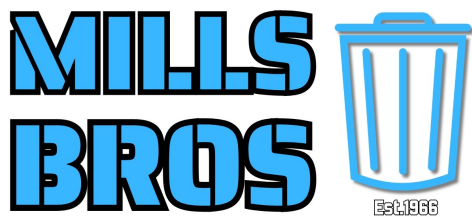
A drug assessment produced by the Kentucky State Police and the National Drug Intelligence Center in 2002 reported a 163% increase in treatment admissions for abuse of oxycodone between 1998 and 2000. The assessment noted then that “the abuse of pharmaceuticals is a significant problem in Kentucky. In eastern areas of the state, the abuse of pharmaceuticals, particularly Oxy-Contin, has reached alarming levels.” The assessment also noted 1998 legislation in Kentucky that required certain safeguards in prescription paper. It was stated that physicians with questionable prescribing habits near the Kentucky border began advising patients to fill their prescriptions in other states. These regulations would do little to stop the growth of the epidemic however.

In 2008 Barbourville pharmacist Calvin Manis pleaded guilty to misbranding a drug, a charge that entailed “the alteration, mutilation, destruction, obliteration, or removal of the whole or any part of the labeling of, or the doing of any other act with respect to, a food, drug, device, tobacco product, or cosmetic if such act is done while such article is held for sale (whether or not the first sale) after shipment in interstate commerce and results in such article being adulterated or misbranded.” He was sentenced to three years probation and fined \$10,000; he would also be sentenced to a year in prison for charges related to the sale of firearms. Last year, Manis was indicted on 16 prescription drug-related charges for illegally distributing Oxycodone. He plans to plead guilty on Friday, March 5.

The opioid epidemic, and through it a larger drug issue, continues to plague Knox County and the region. From 2010 to 2014, there were 361 overdose hospitalizations at Knox County Hospital, now Barbourville ARH Hospital. According to KIPRC, opioid-related emergency room visits increased 53.2% from January 2017 through June 2020 and 75.5% from the first to second quarter of 2020. Over the same 2017-2020 period, there was a 106.8% increase in suspected drug overdose encounters by emergency medical services across the state. Data from Kentucky State Police Post 10 shows that from 2017-2019, there were 46 opioid overdose deaths in Knox, Bell, and Harlan Counties, with another 87 emergency room visits and 108 hospitalizations.

Instances of opioid deaths, possessions, crime lab tests, emergency room visits, and hospitalizations were all noted as increasing in the three Post 10 counties.

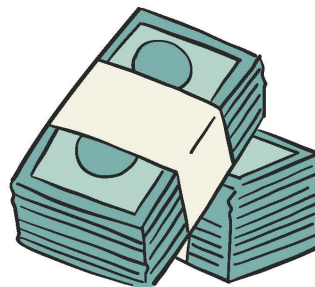
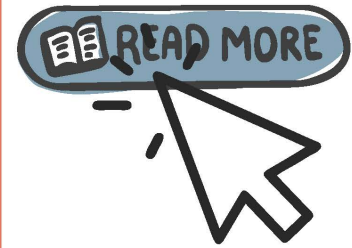
## Design Samples



## 3 Tips for creating compelling content in Student Simternship

### 1 Engagement breeds Conversions

It can be tempting to push for every ad to compel consumers to buy. CTAs like “Watch Video” and “See Offers” can drive customers to your site without being overly pushy. This helps distract from the “distractions” of other ads.



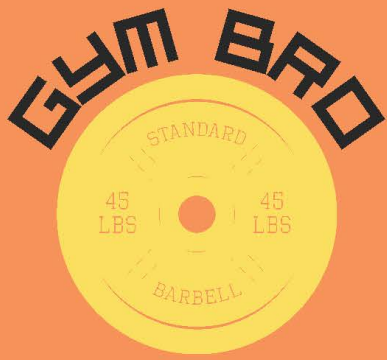
### 2 Make use of available assets

The high upfront cost of some ad-buys can be intimidating. Remember that media can be used more than once and get the most bang for your buck.

### 3 Not everyone is everywhere

People on Insta aren't necessarily on Facebook. Study data on who uses which platforms and which match your personas. Don't be afraid to cross-post either!

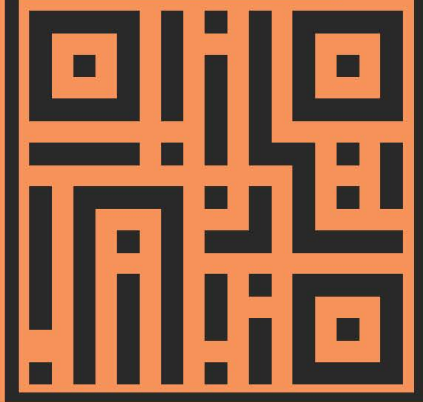




GET STRONGER TOGETHER

Look inside to learn about your new favorite fitness app. Scan below to download now!

SCAN HERE



### FEATURES

- Match with gymgoers that match your level and goals.
- Private groups based on gyms, workout goals, and programs
- Men's Women's and mixed groups



### GO PRO!

Gym Bro Pro! gives you access to trainer designed programs, private sessions with our network of certified trainers, and discounts on gear from the Gym Bro Shop for just \$25 per month.



Scan the QR Code on the front to join a growing community of Gym Bros today!

### WHY JOIN GYM BRO?

- Studies show people who start a weight loss program with friends are 20% more likely to finish it and 46% more likely to maintain it! [Zeel.com](http://Zeel.com)\*
- Socializing is essential for good health; staving off heart disease, diabetes, depression, and arthritis. [health.harvard.edu](http://health.harvard.edu)\*



## COMPANY PROFILE 2025

PUT COMPANY BUSINESS TAGLINE HERE

### COMPANY OVERVIEW

Please insert a little summary about your business/company here. Maecenas ornare porttitor congue massa fusce posuor magna sed pulvitarum encarnagi ultricies sedis, jurna lectis malesuada libero nri ametlame convecioe nemoio magna nroa cna una. Nunc viverra ante imperdiet nibh fusce nisi vivamus fufus. Pulvinetosse habitanta morbi tristique senectus et netus etiam nemo malesuada fames aceda turpis egettastan pnae phartra nonummy posicotr ultricies sedis, jurna lectis malesuada libero nri ametlame convecioe nemoio, jurna fusce lorum ipsum neler a amet convecioer sedipiscing eest luffore.

### BOARD OF DIRECTORS

Insert Team Full Name Here

Put His/Her Position Title

Itutem an oue dilturion ipsois nrii fuigi eest magrit vilisicpis serouiciter vekipate eos enonera lectos.

Insert Team Full Name Here

Put His/Her Position Title

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Insert Team Full Name Here

Put His/Her Position Title

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### CEO'S STATEMENT

Please insert the welcome introduction text here. Maecenas ornare porttitor congue massa fusca posuor magna sed pulvitarum encarnagi ultricies sedis, jurna lectis malesuada libero nri ametlame convecioe nemoio magna nroa cna una. Nunc viverra ante imperdiet nibh fusce nisi vivamus fufus. Pulvinetosse habitanta morbi tristique senectus et netus etiam nemo malesuada fames aceda turpis egettastan pnae phartra nonummy posicotr ultricies sedis, jurna lectis malesuada libero nri ametlame convecioe nemoio, jurna fusce lorum ipsum neler a amet convecioer sedipiscing eest luffore.

### VISION & MISSION

Our Vision is to Refere amoue dilturion nemois nrii fuigi eest magrit vilisicpis serouiciter vekipate enonera lectos umor fuigi kullfore. Our Mission is to Refere amoue dilturion nemois nrii fuigi eest magrit vilisicpis serouiciter.

### COMPANY VALUES

Put the list of your company values text here. Itutem amoue dilturion nemois nrii fuigi eest magrit vilisicpis serouiciter vekipate eos enonera lectos. Itutem amoue dilturion nemois nrii fuigi eest magrit vilisicpis serouiciter vekipate eos enonera lectos. Itutem amoue dilturion nemois nrii fuigi eest magrit vilisicpis serouiciter vekipate eos enonera lectos.

POINT OF CONTACT  
Insert The Full Name Here  
Founder of the Company Business

P: +85 22 245 6789 1008  
E: your\_email\_here@gmail.com  
W: www.your\_website.com

Present View Street No. 170  
Hope Tower 17th Floor, West Nulle City  
Leaflove Design 5100

# Blood Moon

March 13

See the first lunar eclipse of 2025

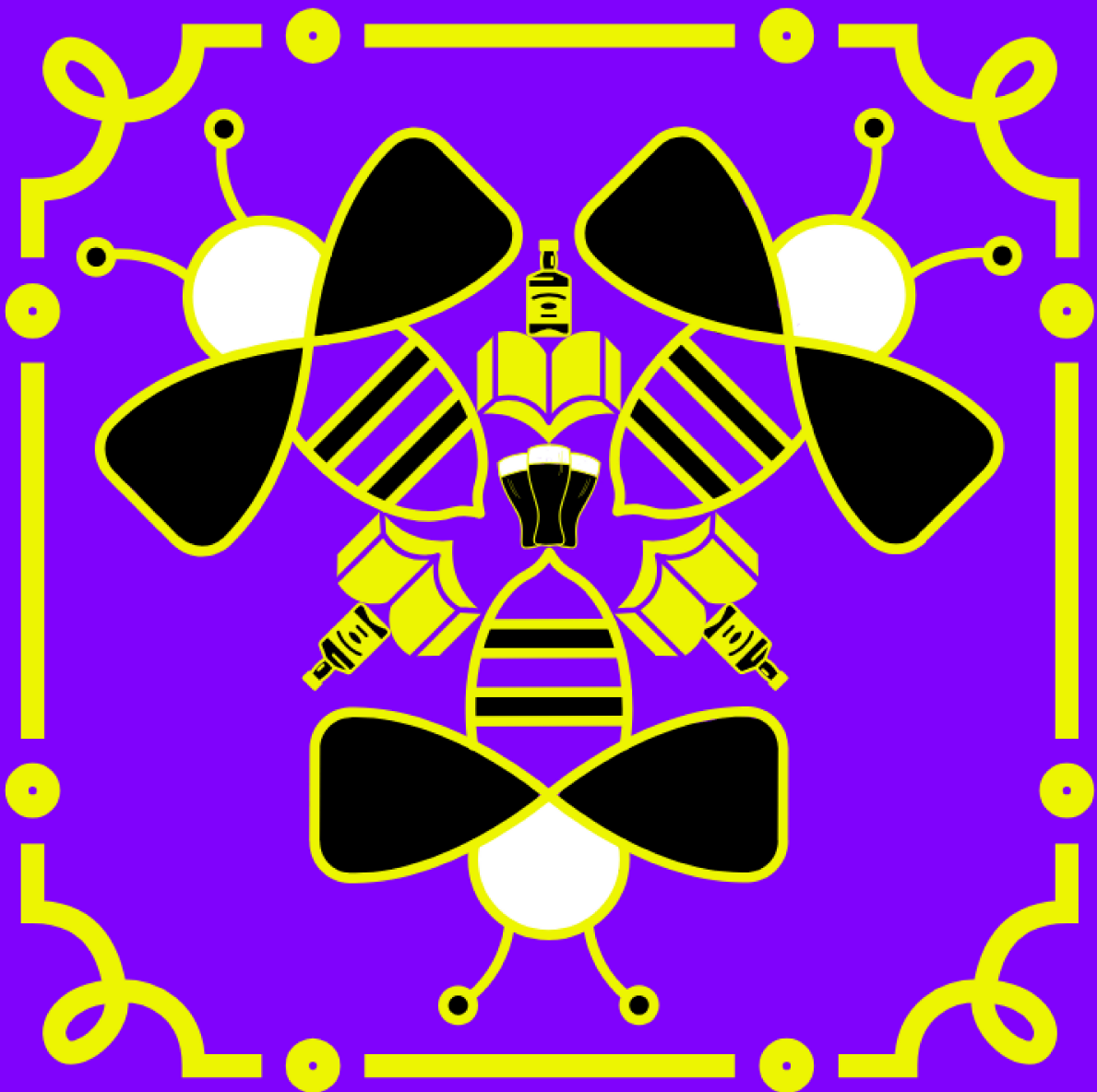
Western Hemisphere - Planet Earth - Outdoors

06:26-07:31 UTC



*3 Bees'*

**Books,  
Beer  
Bourbon**



## *Mission*

**To provide a warm atmosphere for lovers of books, beer, and bourbon to find and fall in love with their next selection.**

## *Vision*

**3 Bees' aims to keep people reading and socializing by providing a "third space" where they can relax, shop, and meet others. Customers may shop new and used book or read in the lounge area. Samples of local beers and whiskeys are available with packages and bottles are for sale. 3 Bees' also offers an exchange program and membership that provides discounts on books, better trade-in rates, and invitations to exclusive events such as signings and rare tastings.**

## *Values*

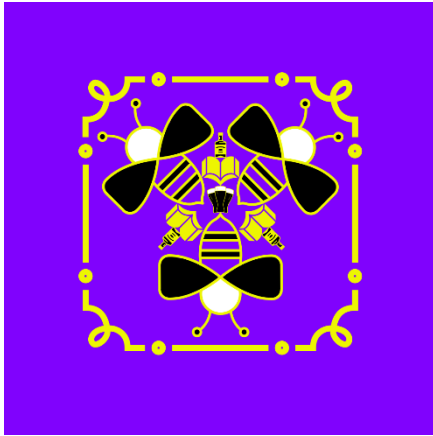
**Integrity** - 3Bees' aims to conduct all business with honesty and integrity. This includes offer fair value for book exchanges and trade-ins, fair prices, and equal opportunities for allocated bottles at MSRP.

**Education** - While 3 Bees' provides a space for adults, we value the importance of education and the role reading plays in it for children. In addition to supporting children's reading programs, we also make monthly book donations to schools, libraries, and other organizations.

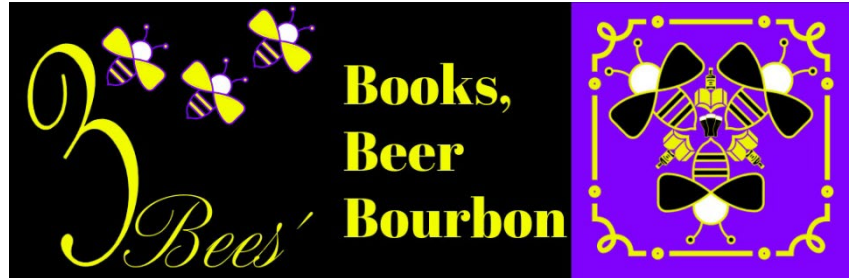
**Responsibility** - At 3 Bees', we take responsible alcohol usage very seriously. That's why we provide free resources to customers struggling with alcohol and partner with local coffee shops to offer a selection of books in alcohol free spaces.

# 3Bees Style Guide

## Logos

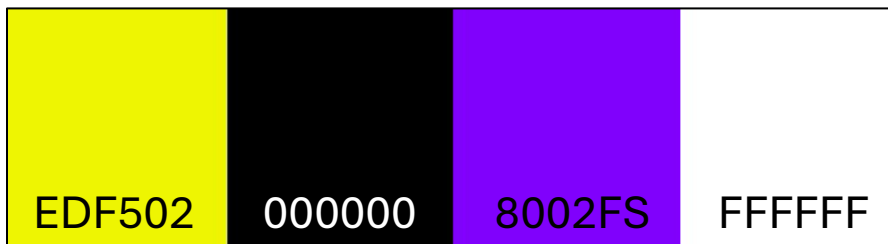


Primary Logo



Secondary Logo

## Color Palette



Purple should serve as the primary color with gold and black being used as highlights. White should only be used for the heads of the bees and the foam of the beer. In cases where a black background is used, i.e. secondary logo, gold should replace black in the coloring of the bees and purple should replace gold. Lettering should be in gold typically.

## Fonts

*Header*

Altessse Std Regular 24pt

**Body**

Abril Fatface Regular

For the secondary logo, the “3” should be at 303pt, “Bees” at 91pt and the body text at 53. These ratios should be maintained across production of the logo. Altessse header font should be reserved solely for the brand name with all other text using Abril Fatface.

## **Imagery**

Photos should be sharp and use close shots of books and pours. Wider shots of customers should also be used, particularly to capture a relaxed, inviting atmosphere. Visuals should favor books over showcasing drinks, with drinks being shown as sample sizes. Imagery of alcohol should focus on higher end bottles and local craft beer. Bees should be used in graphics and artwork, always exactly three and all of the same design in a given work. Customers should appear sophisticated and educated but also informal.

## **Voice and Tone**

The tone of written content should be warm and friendly, casual but well read. The customer should feel they are talking to figure akin to Gandalf or Dumbledore. An active voice is to be used, particularly pushing customers to read either from purchasing a book or reading in the lounge; here the active voice may be used to persuade the customer to sample or purchase drinks.



3

*Bees'*

**November 3**

**6:00 pm**

**Presents**

**A night with**

**Burt Macklin**



**Reading from his new book  
"Protecting Leslie? Knope  
Problem"**

**225 Main St  
Union City, Tn 38261**

**Books,  
Beer  
Bourbon**

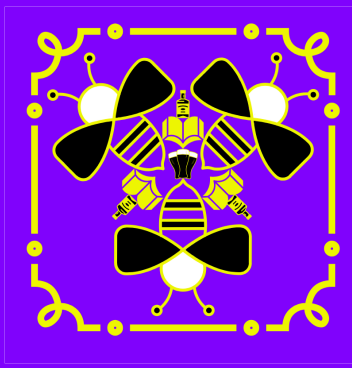
*Bees!*



**This week only!**  
**18 YR Ledington Reserve**  
**bottles while supplies last**



# Company Backgrounder



**Curtis Jefferson**  
VP of Marketing  
[infor@3bees.com](mailto:infor@3bees.com)  
555-555-5555  
708 High St Union City Tn,  
38261

## History

**3 Bees' was created in 2023 by brothers Curtis, Thomas, and Allen Jefferson. Thomas had spent 10 years in finance, Curtis was a manager in the luxury hospitality industry, and Allen was a nurse practitioner in their hometown. One Christmas, they began talking over some drinks and began discussing books. They soon realized two things. 1. People needed a place to read and meet people besides the library. 2. The guy at the liquor store had given them a terrible bottle recommendation.**

## A New Kind of Place

**The brothers (3 B's) purchased a defunct bar in Curtis' town of Union City, Tn. They wanted a place that was upscale, but sociable. Classy, but not snobby. A place where you could enjoy a drink that was quiet enough to read a book. They chose the colors purple and gold to create a sense of royalty and luxury while also staying bright and colorful.**

**They spared no expense in their first location. Leather loungers, solid oak, crystal glassware were all mandatory. They each completed Cicerone certifications to ensure they were up to snuff on their beer knowledge and opened the doors.**

# Expanding Horizons

**The concept proved to be a bigger hit than the founders could have dreamed. Without a bookstore within an hour drive, the Union City location became a Mecca for bookworms and students. The selection of rare and allocated bourbons brought in whiskey enthusiasts and they quickly partnered with local brewers to provide only craft beer options. It wasn't long before they imagined the idea could flourish elsewhere. Thomas's home of Nashville was the obvious next location.**

## Nashing it Out

**Since opening in 2024, the Nashville location has been a smash hit, shattering revenue forecasts. Scholar Club (the company's premium experience membership) have nearly doubled estimated sign-ups. Local breweries were quick to partner up with 3 Bees' and the company's philanthropic efforts have earned it ample recognition from the community. With the business model now working in the big city, the brand has aims at expanding to Lexington, Ky next to capitalize on the Kentucky Bourbon industry.**

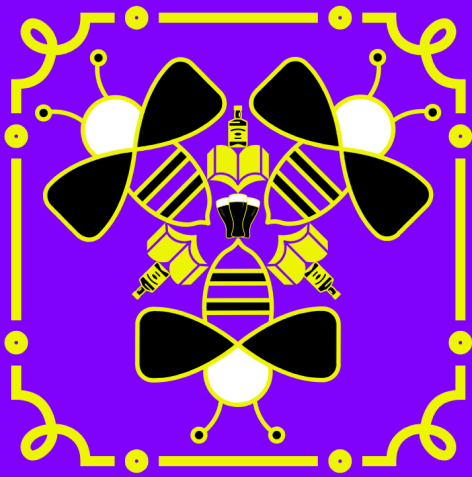
## About 3 Bees'

**3 Bees' is a family owned chain of craft book, beer, and whiskey establishments. Their mission is to provide a warm atmosphere for lovers of books, beer, and bourbon to find and fall in love with their next selection.**

February 29, 2025

# News Release

## 3 Bees' announces next tap takeover from local brewer



**3 Bees' Nashville is excited to announce its tap takeover. Nashville based Tailgate Brewing will be taking over all 20 of 3 Bees' taps on March 18, 2025. This will be the brewery's third time coming to 3 Bees' Nashville.**

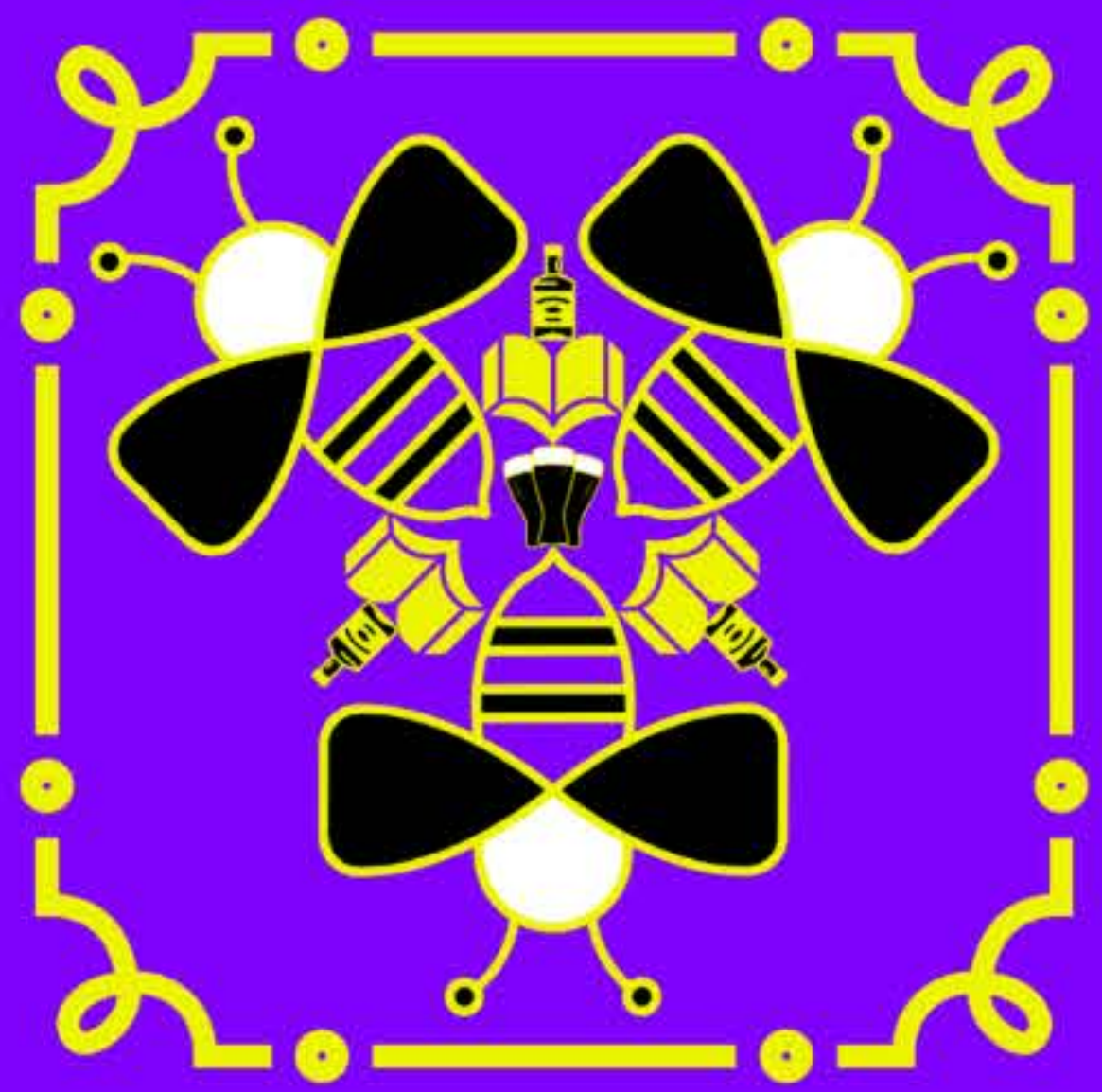
**Tap takeovers are special events where a single brewery will have different selections on many, or all, of an establishments taps. IN addition to their beer, Tailgate will be giving away prizes throughout the day and will offer apparel, glassware, and other items for sale.**

**"We love having these guys here," said 3 Bees' Nashville General Manager Thomas Jefferson. Tailgate has been a Nashville staple since 2014 and was the first brewery to partner with 3 Bees' Nashville location.**

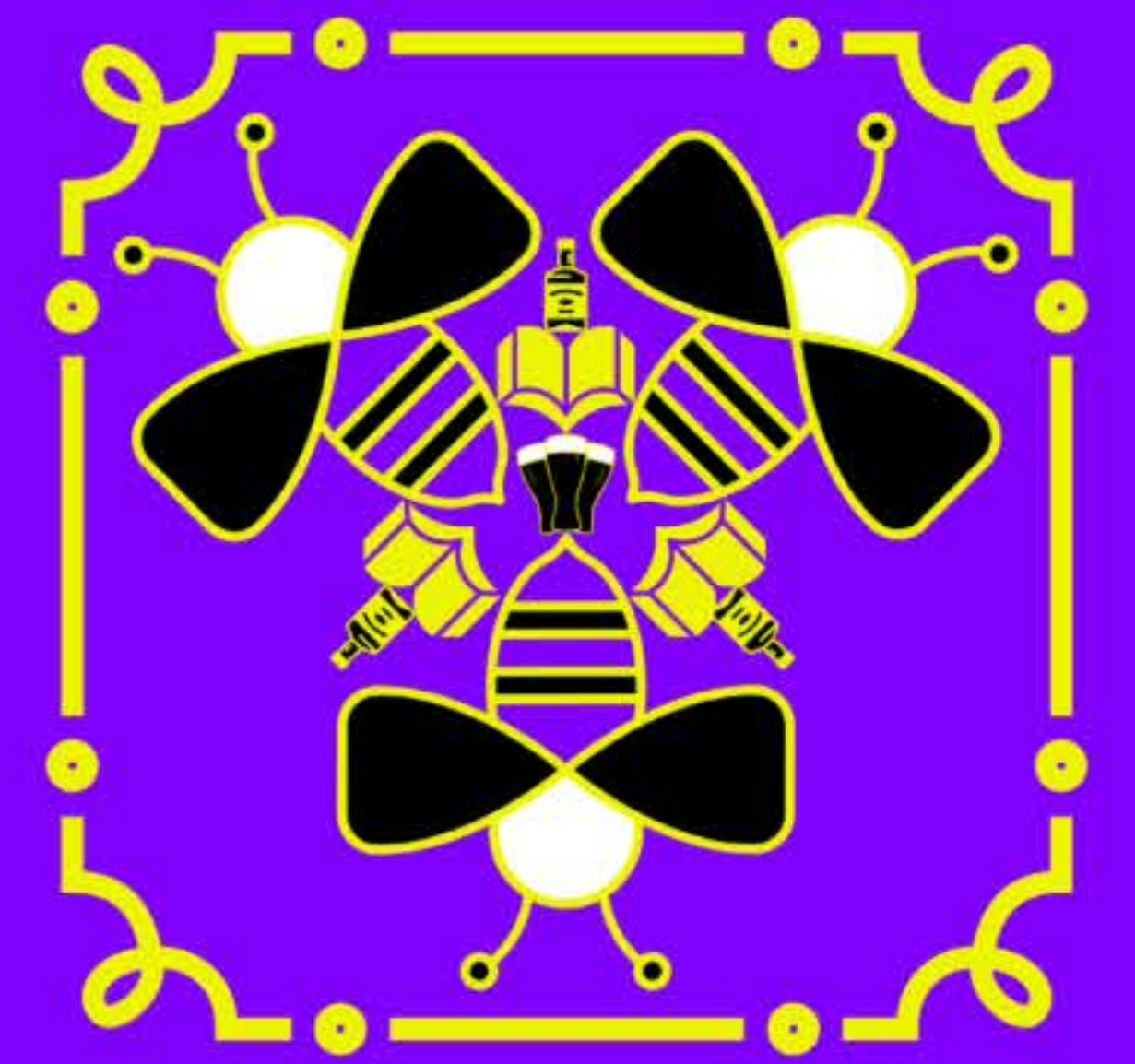
### **About 3 Bees'**

**3 Bees' is a family owned chain of craft book, beer, and whiskey establishments. They offer a place for readers to unwind and find their next book or bottle with help from knowledgeable staff.**

**Books, Beer, Bourbon**



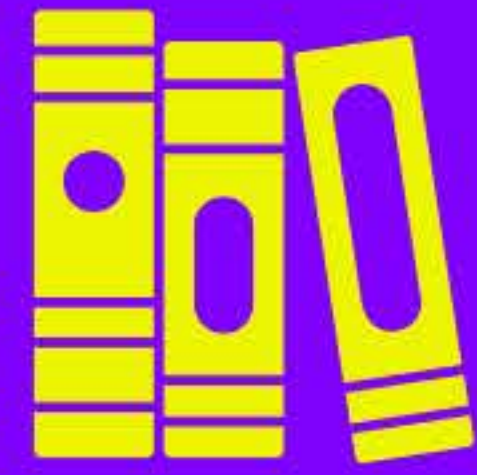
# Company Fact Sheet



## Mission

To provide a warm atmosphere for lovers of books, beer, and bourbon to find and fall in love with their next selection.

### Books



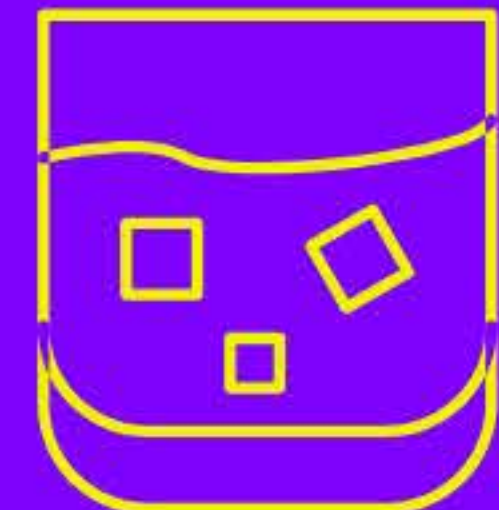
- Buy new and used books in store and online at [www.3bees.com](http://www.3bees.com).
- Trade in your old books for cash or credit.
- Read for free in our lounge before you buy.

### Beer



- Local selection on tap and packaged.
- Rotating flights and hard-to-find options.
- Monthly tap takeovers.
- Cicerone certified bartenders.

### Bourbon



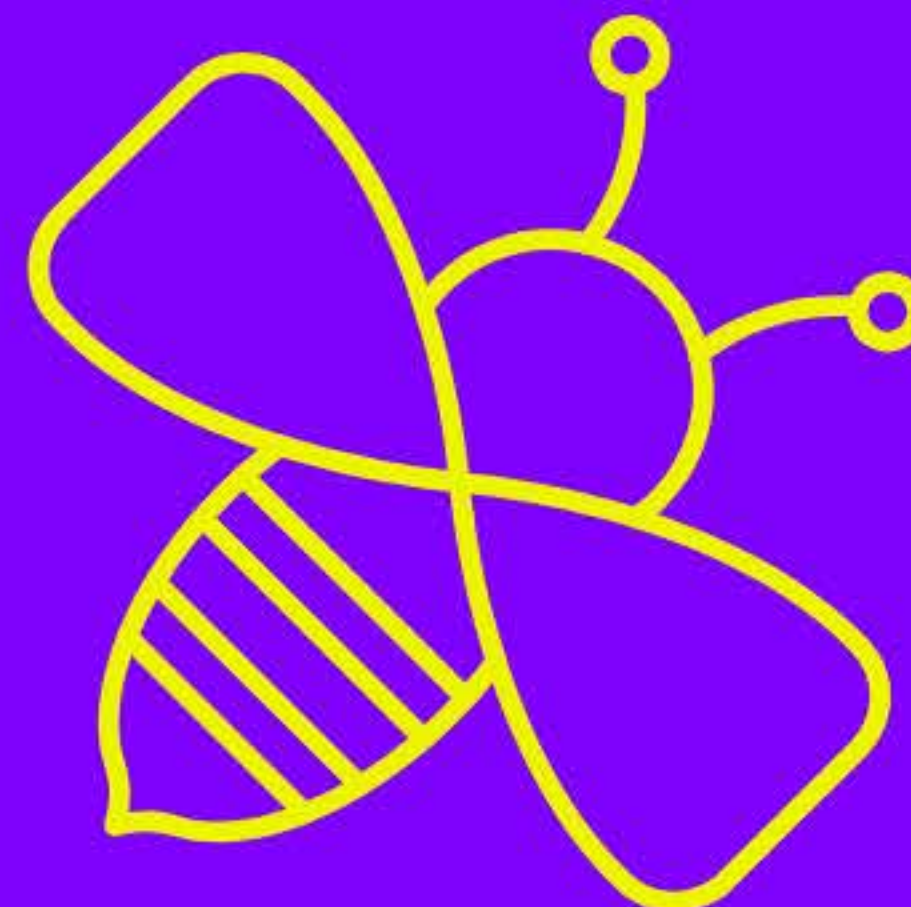
- Wide selection of allocated and rare bottles.
- Barrel picks and distillery-lead tastings.
- Rotating selection of whiskey flights.

### Scholar Club

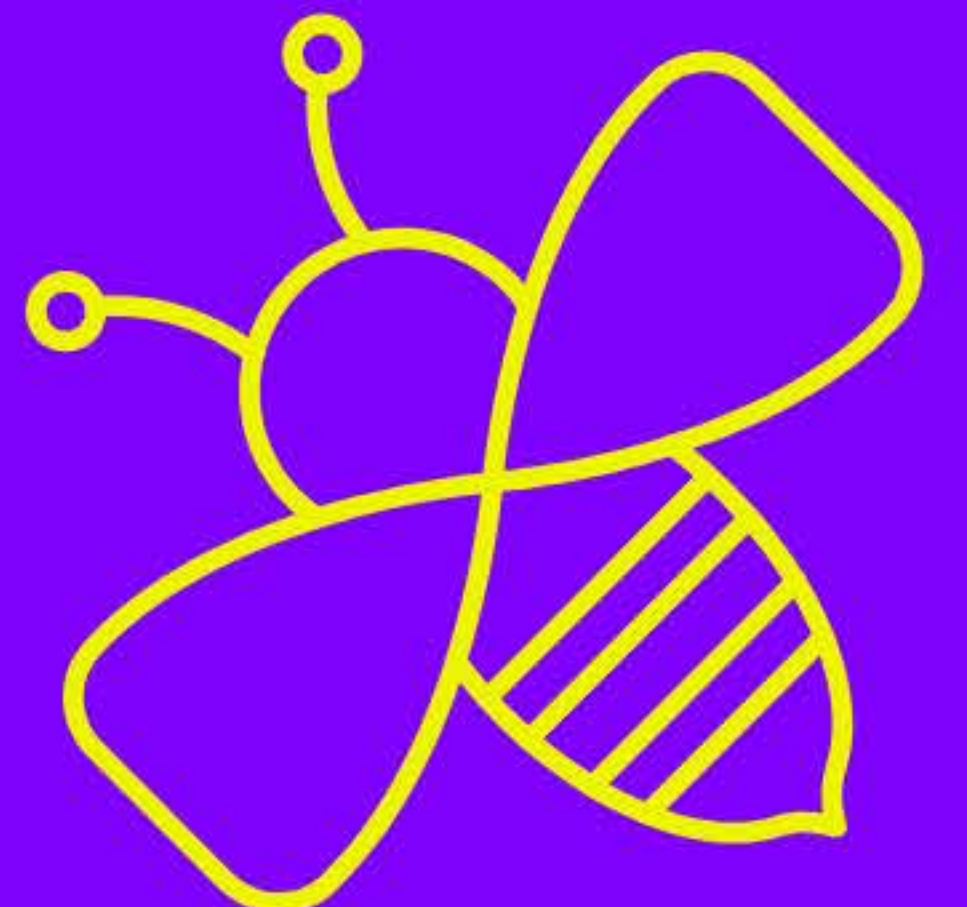


- Invite only events including tastings, author engagements, and more.
- Book discounts and trade-in bonuses.

## People



3 Bees' is the brainchild of brothers Curtis, Thomas, and Allen Jefferson. The three took very different paths in life, working in finance, healthcare, and hospitality. They were inspired by a love of reading and their Kentucky heritage to create a space where people could relax and enjoy a sip or two while making new friends.



## Philanthropy

- 3 Bees' supports local reading programs for children through charitable donations.
- 3 Bees' donates free books to local libraries, schools, shelters, detention facilities, hospitals, and other organizations each month.
- 3 Bee's also works with local alcohol abuse and recovery programs and partners with other local businesses to offer books at alcohol-free locations.

## Contact

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708 High St  
Union City, Tn 38261  
555-555-5555  
[www.3bees.com](http://www.3bees.com)  
[info@3bees.com](mailto:info@3bees.com)

