



Dear Friends,

Welcome to Grasslands, a journalism-minded agency specializing in Public Relations, Content, Social Media and Thought Leadership for businesses in highly regulated industries.

BUT WHAT DOES A QUALIFIER LIKE *JOURNALISM-MINDED* MEAN FOR A FULL-SERVICE AGENCY?

It means showing your work: Choosing direct communication and accountable activation instead of over-promising and under-delivering. It means more listening and note-taking, creating content and social media calendars, conducting in-depth client interviews, managing relationships with media and investors, understanding a brand's North Star, ideating compatible mission / vision / values, respecting and honoring deadlines, weaving together compelling narratives and managing unforeseen crises when they arise. At Grasslands, we employ the ethical standards we learned in newsrooms as we elevate our clients through informed public relations, thoughtful content marketing, contextual social media, savvy thought leadership work, impactful newsletter campaigns and outstanding event execution.

Gripping narratives. Professional communication. Expert advice. Experiential activation. And thoughtful strategy from a seasoned team that's well-versed and legit experienced in all sides of the public relations / communications / media paradigm.

Again. Welcome to Grasslands.

WELCOME TO GRASS LANDS



RICARDO BACA / FOUNDER & CEO

Ricardo Baca is a 20-year veteran journalist and influential thought leader in modern media and drug policy circles. He served as *The Denver Post's* first-ever marijuana editor and founded news vertical *The Cannabist*, where he extensively covered the advent of adult-use cannabis and related issues across the country and around the world. In 2016, Mr. Baca launched Grasslands: A Journalism-Minded Agency to work directly with business leaders in highly regulated industries, including cannabis, energy and healthcare. He has received numerous accolades for his trailblazing work covering drug policy, cannabis business and culture, and continues to columnize and host podcasts for a number of top publications including *The Daily Beast* and *Civilized*.

Mr. Baca personally assembled Grasslands' Content Team, which has more than four decades of top-level journalism experience at outlets including *The Denver Post*, *Chicago Sun-Times*, *Wonkette* and elsewhere. Mr. Baca also hand-selected the agency's dynamic roster of public relations professionals, who have collectively worked at agencies in New York City, Philadelphia, St. Louis, New Orleans and Denver.

VISION

Grasslands grew out of a simple idea. The field of public relations has a PR problem, but what if a team of experienced journalists and passionate communications professionals set out to create a different kind of PR agency? One that brings journalism-level standards together with meticulously crafted content, decades-in-the-making relationships and media-minded strategy built upon a foundation of deadline-oriented accountability and accuracy. We hold ourselves accountable by employing self-mandated ethical standards while carrying out the important work of our clients' public relations, thought leadership and marketing. And we hold our clients accountable by only working with businesses who meet our strict client criteria, ensuring that our partners are on board with our communications philosophy. Via this unique partnership, Grasslands strives to ensure our clients are seen and heard where it matters most.



SERVICES



PUBLIC RELATIONS.

Earned media positioning. Your brand and your messaging. Front and center in broadcast, online and print.

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THOUGHT LEADERSHIP: SPEAKING ENGAGEMENTS.

Tell your story at pinpoint-targeted B2B conferences, mainstream forums and community gatherings.

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THOUGHT LEADERSHIP: CONTENT.

Your ideas and expertise interpreted and elevated through our news judgment and editorial savvy.

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BLOG MAINTENANCE.

Strong SEO development, regular strategic updates and a well-tended blog gives back in spades.

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BOOK DEVELOPMENT.

From conception to proposal to the delivery of a finished manuscript, our team has ghost-written three NYT bestsellers and has an extensive network of agents.



GENERAL WRITING & EDITING.

Captivating, brand-centric marketing collateral: mission/vision/values, executive bios, website refreshes and more.

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SOCIAL MEDIA CREATION & MANAGEMENT.

We understand the algorithm updates, the importance of A-B testing, the need to engage and respond—and we make you look good.

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INFLUENCER OUTREACH.

Call it Product Placement 2.0. Experiential marketing for powerful results.

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NEWSLETTERS.

Persuasive, informative content delivered directly to your customers' inboxes.

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EVENTS.

Your products and services are special, so let us help you show (and tell) your target audiences via thoughtful experiential dinners, parties, demos and more.