



Seasoned Journalist Ricardo Baca Returns to Podcasting via *Cannabis & Main*, a New Weekly *Civilized* Show Exploring Modern Mainstream Marijuana

Baca is Exploring Today's Most Critical Issues with Leading Voices in Cannabis Science, Industry and Governance in the Brand-New Podcast, Available on iTunes and Other Platforms

Saint John, New Brunswick—June 12, 2018—Veteran journalist and communications professional Ricardo Baca, an authority on legal cannabis markets, returns to the podcast medium this week with his new weekly show *Cannabis & Main*. The program, produced and distributed by lifestyle brand *Civilized*, represents Baca's first return to podcasting since resigning from *The Denver Post's* award-winning marijuana news site *The Cannabist* in December 2016, when he also gave up hosting duties for trendsetting podcast *The Cannabist Show* after 99 episodes.

"Ricardo is the ideal host for this show—*Civilized's* very first podcast—because of his in-depth knowledge, his familiarity with the subject matter and his unparalleled experience in the world's first regulated cannabis market," explained *Civilized* CEO and Publisher Derek Riedel, announcing the new podcast partnership from *Civilized's* World Cannabis Congress this week in Saint John, New Brunswick, Canada. "One of our primary goals at *Civilized* is to change the conversation on cannabis, so what better way to do that than bring Ricardo back to podcasting to go deep with some of the brightest minds of our day?"

Cannabis & Main will tackle a multitude of subjects, from PTSD and social justice to pesticides and stoned driving. How is cannabis changing the way we practice self-care and prescribe medication and steer drug policy? Mr. Baca will dig into these tasty topics and more, beginning with the series premiere on cannabis and post-traumatic stress disorder, featuring guest Marcel Bonn-Miller, an Ivy League professor and one of the most widely respected marijuana researchers in the world.

After more than two decades of professional journalism at daily newspapers, including more than three years as *The Denver Post's* first-ever Cannabis Editor, Mr. Baca is one of the most trusted thought leaders in the legal cannabis space. Speaking regularly across the U.S., Canada

and Europe, Mr. Baca still pens columns for *The Daily Beast*, *Cannabis Now*, *mg* and *Sensi* magazine and is now Founder and CEO of Grasslands: A Journalism-Minded Agency, a communications firm managing public relations, content and thought leadership campaigns for businesses and executives in cannabis, hemp and other industries.

“I can’t wait to really dig in with these distinguished subject matter experts,” said Mr. Baca, who is in Canada speaking at the O’Cannabiz Conference & Expo last week in Toronto and the World Cannabis Congress in New Brunswick later today. “I’ve built a career on separating the still-rampant misinformation from decades of prohibition from the legit information backed by science, data and actual experience, and I look forward to continuing that tradition with *Cannabis & Main*.”

Cannabis & Main reunites Mr. Baca with his longtime producer Vince Chandler for the first time since they wrapped the original iteration of *The Cannabist Show*. *Cannabis & Main* is produced by *Civilized*, *f/4.20* Films and Grasslands: A Journalism-Minded Agency.

For more information or to schedule an interview, please contact Shawna McGregor at 917-971-7852 or shawna@mygrasslands.com.

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About Civilized Worldwide Inc.

Founded in 2015, with offices in New Brunswick and California, Civilized is a premium media and lifestyle brand that embraces and highlights modern cannabis culture, reflecting the millions of adults who choose to enjoy cannabis as part of a balanced lifestyle, but don’t define themselves by it. Reaching more than 2.5 million unique visitors per month, North America-wide, Civilized produces engaging content for and about people who enjoy cannabis responsibly. Other verticals include Civilized Studios, a video network available to 100+ million viewers that fills the void of broadcast quality video and original series in the cannabis space, and Civilized Events, exclusive branded experiences for both the cannabis industry and consumers – from intimate dinner parties to large-scale events like the first-ever World Cannabis Congress in Saint John, New Brunswick from June 10 to 12, 2018. For more information, visit: civilized.life.

About Grasslands: A Journalism-Minded Agency

[Grasslands](#) helps clients in a variety of industries with informed public relations, thoughtful content marketing, contextual social media, top-notch thought leadership work, impactful newsletter campaigns and compelling event execution. The content team, led by 20-year newspaper veteran Ricardo Baca, has nearly 45 years of top-level journalism experience at outlets including *The Denver Post*, the *Chicago Sun-Times*, the *Rocky Mountain News*, *The Daily Beast* and elsewhere. The public relations team, led by 20-year New York City agency veteran

Shawna McGregor, has nearly 35 years of high-level communications experience with clients including *People* magazine, IKEA North America, K12 Inc. and the American Wind Energy Association. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

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