

# Ricardo Baca

**The Denver Post's first-ever marijuana editor and founder of news vertical The Cannabist**

Please contact a GDA agent for information.

## Topics

- Journalism / Literary / Author
- Marijuana/Cannabis

## About Ricardo Baca

Named one of *Fortune* magazine's 7 Most Powerful People in America's Marijuana Industry, Ricardo Baca is a 20-year veteran journalist, Clio Awards juror, keynote speaker, two-time TEDx veteran, Marketer of the Year and drug policy futurist. 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, as seen in the feature documentary *Rolling Papers* (Netflix).

In 2016, Ricardo launched Grasslands: A Journalism-Minded Agency to work directly with business leaders in highly regulated industries, including cannabis, real estate and traditional healthcare. Named Marketer of the Year by AdCann in 2019, Ricardo has received numerous accolades for his trailblazing work throughout the media paradigm, and continues to columnize and host podcasts for a number of top publications.

In August 2020, Grasslands was awarded the *Denver Business Journal* 2020 Small Business Award, and Ricardo was named to the *Rolling Stone* Culture Council. In Jan. 2021, *Westword* magazine named Ricardo one of Six People to Watch in Colorado Cannabis, placing him alongside regulators from the Governor's and Mayor's offices and CEOs from multi-state operators.

Ricardo is considered to be the world's first (and "most prestigious" according to *Vice*) marijuana editor; one of Brookings Institution's 12 Key People to Watch in Marijuana Policy; one of *Time* magazine's 140 best Twitter feeds; one of *Sensi* magazine's 24 Cannabis Pioneers Who Matter.

Ricardo is a leading cannabis / media / drug policy expert profiled by *The New York Times*, *Poynter*, *The View*, *The Colbert Report*, *Wait Wait Don't Tell Me*—and a trusted source by *This Week With George Stephanopoulos*, *Buzzfeed*, *NPR's All Things Considered*, *The Guardian*, *Esquire*, *Fast Company*, *Al Jazeera*, *BBC*, *Mashable*, *International Business Times* and *CBC*.

## Select Keynotes

- **Legal Cannabis is Everywhere. What Does This Mean For [My Home City, State, Province, Country, Etc.]**  
This talk will be personalized with up-to-date information for your chosen locality.
- **Cannabis and the Workplace: What Does Legalization Mean For My Industry?**  
This talk will target any number of industries with up-to-date information on regulations, research and more.
- **Cannabis is Pretty Much Legal Everywhere. What Happens Next?**  
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- **The Unintended Consequences of Cannabis Legalization: The Good and Bad of Legal Weed**  
.
- **CBD, an Explainer: Everything You Need to Know About Cannabidiol (a.k.a. CBD)**  
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- **Doctors, Researchers and FDA agree: Cannabis is Medicine. Here's What We Know, and What We Don't**  
.
- **Cannabis vs. the Opioid Crisis: Can Weed Save America From a Drug Overdose Epidemic?**



- **Everything You Were Taught About Pot Was Wrong: A Modern, Science-Based Lesson on Cannabis**
- **From Prohibition to Legalization: How Americans Changed Their Minds on Cannabis at Record Speed**
- **What Comes After Cannabis Legalization? An Update on Psychedelics, Mushrooms, Ketamine and More**
- **Drug-Assisted Psychotherapy: A Case Study | One Man's Experience Using Substances For Mental Health**

### Select Articles

- [Sure, 420 Money Helped Inspire John Boehner's Belated Cannabis 180, but It's Still Worth Applauding](#)

Hundreds of thousands of Americans were locked up for being in the business the former speaker of the House is now in for himself.

- [Sale of High Times offers opportunity for more ambitious journalism](#)

AS THE BIGGEST SHIFT IN MARIJUANA POLICY in a generation continues its steady roll-out, the 43-year-old magazine best known for its unabashedly pro-drug coverage is seeing a change in ownership that could alter the legalization movement's direction, visibility, and panache.

### Select Testimonials

"The legalization of cannabis, and the modern drug policy reform movement in general, is sweeping the globe like wildfire - and as the Learning Officer of YPO Kansas-I, I think it's critical that our members understand this ever-shifting landscape - even in our state, where the laws are not as progressive as they are in most other parts of the country. By hiring a veteran journalist like Ricardo to speak with our group, I knew we would benefit from his clear-headed approach to this complex subject matter, and I also knew that he would only bring relevant, science-based and vetted information to our conversation. Our members appreciated his authoritative grasp on the subject, his entertaining delivery and his personalized and localized presentation, which presented this national and even international conversation from a local-to-us, Kansas-rooted perspective that made everything relevant to our YPO members. While we knew we were pushing boundaries with the subject matter, we were thankful to see how our members responded to Ricardo's presentation, including an overall event rating of 9.35 and a resource rating of 9.55. Some of our member comments included, 'Ricardo was a true expert. Top in his field.' and 'Fun, clever, informative, creative, timely!' To boot, while Ricardo's presentation was meant to be in person, the pandemic had other plans. When we realized an in-person gathering would be impossible, Ricardo worked hand-in-hand with my team to ideate a more interactive virtual gathering - complete with a DJ, drinks and a cannabis-themed goodie box my team and I created and dropped off at all participants' doors - that also scored member kudos, including, 'Best virtual experience I've had during this period.' Ricardo is a clear communicator, a real professional, a true collaborator and an expert on all things cannabis legalization and drug policy, and we could tell that it was immensely important to him that he fully cater his presentation to my colleagues and I in our specific corner of the world, which was very much appreciated."

— Tom Smith, Learning Officer, YPO Kansas