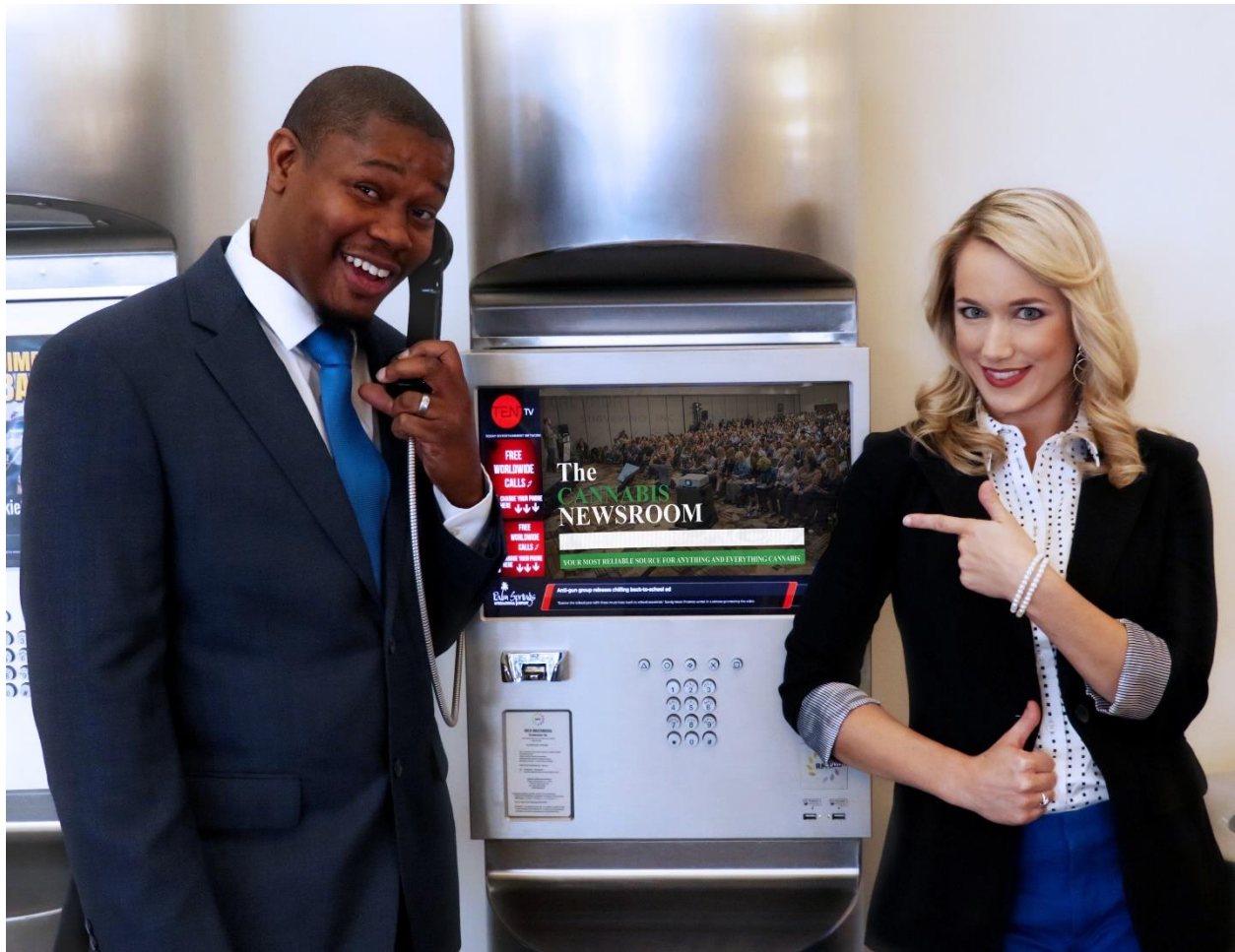


# Higher Times Are Here: The Rise of Cannabis News

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Written by Lawrence Elliot



Cannabis has been with us since before the time of Christ, although there's no evidence He indulged. It is however indigenous to central Asia. Many believe the Assyrians were the first to discover its psychoactive effects around 8,000 BC. Today, the legal use of cannabis consumed in the United States is moving like a green wave.

The era of nationally legalized cannabis is upon us.

Thirty-three states have legalized marijuana for medicinal or recreational use. Nine more are slated to vote on the issue in 2020. In 2019, Illinois became the first state to legalize possession

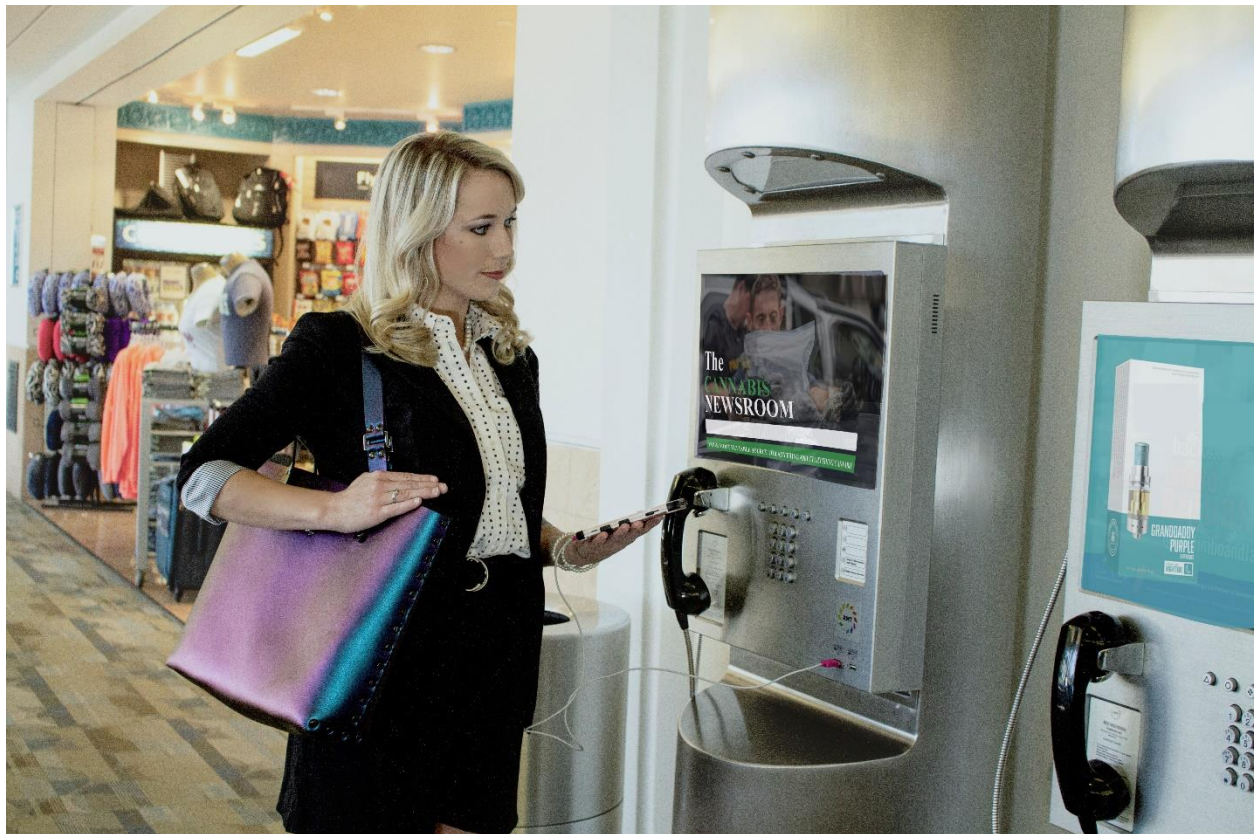
and commercial marijuana sales through the legislative process. Signed into law by Governor J. B. Pritzker on June 30, 2019, with the law is set to go live on January 1, 2020.

With such a fast-moving trend. The cannabis industry faces the risk of scammers, black market sales, consistent change of legislation, and dealers of misinformation to cloud up the matter.

However, there is one rising star delivering the information and education effectively and efficiently. The cannabis news and information business is The Cannabis Broadcast Station, based in the Riverside area. Owned by Infinity Broadcast Network under the umbrella of Infinity Brands Inc. They've become a trusted source for cannabis news and front runner for a visual media delivery platform in this fast-growing industry. Micah Tatum, President of Infinity Broadcast Network, produces the majority of the content of the station with a team of professionals, is determined to educate the public on cannabis.

Mr. Tatum attended Chapman University's George L. Argyros School of Business and Economics. He also has had success in managing/creating celebrities and company's social media, SEO optimization, online marketing, event promotion/management, and advertising campaigns.

As legalization spreads to other states and countries, Cannabis Broadcast Station has vowed to continue its mission to educate and inform the public on the facts concerning cannabis and create opportunities for cannabis companies to advertise using today's most innovative methods.



For example, Cannabis Broadcast Station uses Digital Out of Home technology at the Palm Springs International Airport, serving up informative bite-sized segments, perfect for the 2.3 million annual travelers to consume over a cup of coffee via a show called “The Cannabis Newsroom”. The visual content is engaging for those with short attention spans or those who simply don’t have a lot of time. The Cannabis Newsroom, hosted by Jacqui Verdura covers a variety of cannabis topics from local to national and international news, something you’ll unlikely in other cannabis brands broadcast and perfect for travelers through an international airport.

This platform is led to lucrative advertising opportunities within the cannabis space and strategic partnerships around the world. Their multi-million dollar partnership with AMG Outdoor Advertising, Inc. and RMT (Rich Media Technologies) offers them a great advantage over other similar outlets to expand their brand and reach. Other brands that want to be associated with Cannabis Broadcast Station’s message are advertising on their broadcasts and tapping into their growing legion of viewers.

In the emerging Palm Springs cannabis market, this location has reaped more benefits than expected. It’s become a launching platform to reaching that community and it’s visitors.



**“ Cannabis Broadcast Station has vowed to continue its mission to educate and inform the public ”**

In addition to being available at the Palm Springs International Airport, Cannabis Broadcast Station can be seen on [YouTube](#), and [Roku](#), in more than 200 dispensaries across the United States and 27 countries . It has already reached over 7 million monthly impressions and continues to grow.

Cutting through the smoke to get to the truth. Micah Tatum and the Cannabis Broadcast Station has made this their mission.