



Staying Informed

As a cannabis business owner, it's important to stay on top of news and announcements that might impact your operations.

There are three things you can do to make sure you're not making business decisions based on misinformation:

- Make sure you **know the source** of an item of news. Then evaluate that source, considering their reputation or the claims they are making.
- **Use a fact-checker** to evaluate any questionable claims.
- Look for a **second or third viewpoint** on controversial issues.

We've compiled a list of news sources for you to consider below.

Tip: Create a separate email address.

When you create a separate email address for your subscriptions, it keeps your business inbox less cluttered and makes it easier to keep track of the subscriptions you've paid for.

Tip: Consider a news aggregator

This is a website where you indicate your interests and get a curated feed of news items from a variety of sources. It allows you to quickly check what's going on that matters to you.

Local news

- Local or community newspapers
- Local TV news channels
- Local business news publications
- Local government newsletters (city, county)
- Local government social media or YouTube channel
- Chamber of Commerce newsletter

Washington state government news

Within state government, many departments offer a newsletter where they make important announcements about the rules and programs they oversee. Some also have a YouTube channel or a social media page.

- Liquor and Cannabis Board: Topics and Trends Cannabis Newsletter <https://lcb.wa.gov/news/newsletters>
- WALCB LCB Cannabis Social Equity Blog <https://medium.com/lcbsocialequity>
- Department of Commerce: You can subscribe to Commerce News and set delivery to immediately, daily, or weekly. <https://www.commerce.wa.gov/media-center/>
- Department of Labor & Industries: You can subscribe to L&I news by topic, such as Small Business News or L&I Employer News. <https://www.lni.wa.gov/news-events/>

Cannabis industry news

Staying on top of cannabis industry trends requires a focus on both cannabis business publications and those targeting the target market.

- National Cannabis Industry Association (NCIA) newsletter <https://thecannabisindustry.org/>
- MJ Biz Daily <https://mjbizdaily.com/>
- Marijuana Policy Project (advocacy for marijuana legalization): <https://www.mpp.org/>
- Minority Cannabis Business Association: <https://minoritycannabis.org/>
- Marijuana Moment <https://www.marijuanamoment.net/>
- High Times <https://hightimes.com/>
- Cannabis Now <https://cannabisnow.com/>
- Skunk <https://skunkglobalmarijuanaculture.com/cannabis-world-news>
- Sensi <https://sensimag.com/>

Retail industry news

At the end of the day, a cannabis store is a retail operation. By following retail industry trends, you can identify risks and opportunities for your store.

- National Retail Federation <https://nrf.com>
- Washington Retail Association <https://washingtonretail.org/>
- Retail Minded <https://retailminded.com/the-retail-minded-enewsletter/>
- Retail Touch Points <https://www.retailtouchpoints.com/>
- Retail Wire <https://retailwire.com/>

Podcasts

- The NCIA publishes both a Cannabis Minority Report and a Cannabis Industry Voice podcast <https://thecannabisindustry.org/ncia-news-resources/podcasts/>
- There are dozens of podcasts available about the cannabis industry, and the landscape changes often. Check with colleagues for recommendations, or look for these on a podcast app.
 - The Cannabis Investing Podcast
 - The Cannabis Potcast
 - Cannabis Voices
 - Professionally Cannabis
 - The Green Entrepreneur Podcast
 - CannalInsider Podcast
 - From Pot to Popular
 - Cannabis Science Podcast
 - The Cannabis Enigma

Tip: Look at LinkedIn for cannabis and retail newsletters. The platform also allows you to connect directly to industry leaders and follow them.