



# Press Release

October 09, 2020

For Immediate Release

## **SMGraves Associates Launches first initiative 'Scotts on The Rocks Politica' Podcast**

**SMGraves Associates** is pleased to announce the start of **The Media Project**.

'Some time ago I wanted to take part in solving the issues created by the gradual dissolution of local journalism outlets,' said SMG founder Scott M. Graves. 'A free and vigorous press is not only the hallmark of a great industry, it is in fact essential to a vibrant democracy.'

With that in mind SMGraves Associates is launching an initiative termed **M The Media Project**. This is a service of SMGraves Associates and over the months and years ahead the company is hoping to experiment with a variety of mediums, financial models and service delivery methods to deliver important news to a regional audience.

'It is our hope that we will create successful media service companies, incubated right here in central Massachusetts that have the potential of becoming replicable.' said Graves.

Graves is the former executive director of the Wachusett Business Incubator. This project is the logical next step from the work of that economic development tool. 'We intend to leverage the knowledge of business mentorship acquired in my former role. It is also my hope we'll be able to form primary relationships with existing news professionals in the region and offer them important resources and new business models as they develop.'

**The first action we're taking in The Media Project is the development of a political-centric podcast we're calling 'Scotts On the Rocks Politica'.**

*Take one conservative-oriented junky and one liberal-oriented political junky, both named Scott Graves and set them loose on topical political matters. We're focusing each week on delivering a national and local perspective on important political topics tailored to meet your needs in a way nobody else is delivering in our current marketplace.*

The firm currently produces SMG's 'Are We Here Yet?' Podcast. Focused on interviews with people in economic development, entrepreneurship and cultural phenomenon.  
<https://www.smgravesassociates.com/podcast/arewehereyet/>

For more information on SMGraves Associates: [smgravesassociates.com](http://smgravesassociates.com)

### **All Inquiries**

Scott M. Graves

SMGraves Associates

[scott@smgravesassociates.com](mailto:scott@smgravesassociates.com)

978-884-6596