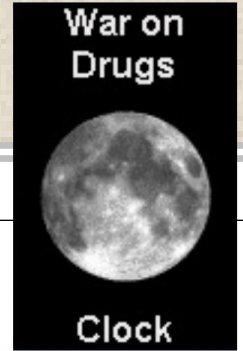


DrugSense MAP INC. Insider



DrugSense/MAP • 14252 Culver Drive #328 • Irvine, CA 92604-0326 • info@DrugSense.org • 1-800-266-5759

A Trip through Time

Partially based on "The History of an Internet Activist Prototype" by Dr. Tom O'Connell
<http://www.drugsense.org/pages/history>

If DrugSense and its Media Awareness Project (MAP) are known for any one thing, it must certainly be our **DrugNews Archive**. This incredibly important information resource now holds over 195,000 clippings on all aspects of drug policy, regardless of spin. We have been collecting articles on this topic since 1995 and have some going back as far as 1991.

As the concept of MAP began to evolve in the late 1990s, it became apparent that uniform formatting of these articles for permanent storage and reference would be the best way to preserve them and make them available for public use. Matt Elrod, who heads the DrugSense technical team, is a trained librarian. He applied those skills virtually from the inception of the archive to make sure all postings adhered to standards that preserve the article's publication date, source, copyright holder, author, URL, and more in a format that renders the articles fully searchable on a number of parameters.

INSIDE THIS ISSUE

A Trip through Time	1
Our New Logo Look	1
DrugSense on the Radio	1
In Loving Memory: Derek Rea	4
Become an Editor	4
More MAP Stats	5

Our New Logo Look

For the New Year, DrugSense decided to embody a new look. We recently upgraded our letterhead and other imagery to reflect the goal displayed in the header of this newsletter: "Moving the debate on drugs from Insanity to Humanity."

"Letterhead design offers very little page real estate," commented staff member, Mary Jane Borden, who is also a graphic designer. "We had to find a collection of images that could tell that our story both precisely and visually. Something that could visually represent, say, 'insanity' or 'humanity.'" After a couple of trials, the new look was born.

Please see *Look* on page 3

DrugSense on the Radio

If you like our text-based archive of drug policy articles, you'll love our new *DrugSense Radio*. Created by staff member, Doug Snead, this radio show features the most recent drug news four times per day: 7am, 12pm, 5pm, and 11pm (Pacific Time). Each segment is available in both MP3 and XML formats. They are about 12 minutes long and read by 'bot', a computer-based spider and audio program.

DrugSense Radio

<http://www.drugsense.org/radio/>

Landmark DrugNews Articles

1990

"Test Negative," *Scientific American*
Thursday, March 1, 1990

<http://www.mapinc.org/drugnews/v90/n000/a01.html>
This **very first full article** in the archive covers a topic that is still controversial: drug testing.

1994

"Toxic Alternative to Natural Fiber," *Sacramento Bee*
Thursday, April 7, 1994, by Jay Bergstrom
<http://www.mapinc.org/drugnews/v94/n000/a001.html>
This is the **first Letter-to-the-Editor (PUB LTE)** favorable to drug policy reform in the archive.

Please see *Time* on page 2

Landmark DrugNews Articles

1995

“Say ‘No’ to Legalization of Marijuana,” *Wall Street Journal*
Friday, August 18, 1995, by Donna Shalala
<http://www.mapinc.org/drugnews/v95/n000/a04.html>
By the Secretary of Health and Human Services under President Clinton, this is unfortunately the first opinion (OpEd) in the archive.

1996

“Misfire on Drug Policy,” *National Review*
Monday, February 26, 1996, by William F. Buckley, Jr.
<http://www.mapinc.org/drugnews/v96/n000/a08.html>
This article in support of reform by a staunch conservative became **one of the first targets of online media activism.**

1996

“Stopping Drug Traffickers,” *Warsaw Voice* (Poland)
Sunday, March 10, 1996, by Konrad Niklewicz
<http://www.mapinc.org/drugnews/v96/n000/a09.html>
This is the first non-North American article.
It unfortunately took a decidedly pro-drug war stance.

1996

“My Word,” *Oakland Tribune*
Wednesday, May 1, 1996, by Mark Greer
<http://www.mapinc.org/drugnews/v96/n000/a09.html>
This is first composition in the archive by DrugSense/MAP Executive Director, Mark Greer.

1997

“The Gubernatorial Rivalry behind the Pot Bust,”
The Recorder, a publication of Cal Law
November 25, 1997, by Kate Rix
<http://www.mapinc.org/drugnews/v97/n629/a05.html>
Denis Peron and the California Attorney General,
Dan Lungren.

Time from Page 1

Article growth was slow going at first. For the full year of 1996, only 100 articles populated the archive, with just a handful more in the prior years of 1992 through 1995. That all changed in 1996 in response to several major turning points.

The first was William F. Buckley, Jr.’s February 1996 *New Republic* article, “Misfire on Drug Policy.” Although the drug policy reform movement had been formed years earlier with the advent of organizations like NORML and the Drug Policy Foundation (among others), activists remained frustrated by how little press recognition the policy they opposed received and by how thoroughly the issue seemed to be taken

for granted by the media. Then, Buckley wrote this seminal editorial, calling the drug war a failure and urging that policy be radically overhauled. This provocative message coming from a staunch conservative produced a surge of media interest. Many influential newspapers cautiously endorsed Buckley's criticism or at least agreed that the previously sacrosanct policy should be reexamined.

At roughly the same time, Mark Greer began pushing a novel idea: the coordinated writing of letters to newspaper editors – traditionally a strategy used by cash-starved grassroots groups – had gained more clout and potential impact because the Internet enabled accurate information to be collected and shared with unprecedented speed and precision. By adding volunteer labor to the equation, those benefits could be realized at a historically low cost. Buckley’s article became one of the first targets of this new media strategy. Back then, many activists laboriously typed articles into e-mail LTEs, foreshadowing what is now the Drug News Archive.

Other events in those early years galvanized the on-line reform community: the passage of California’s Proposition 215 in California; the highly publicized mid-Summer 1996 raid on Denis Peron's Cannabis Buyers' club in San Francisco; and President Clinton’s appointment of Barry McCaffrey as Drug Czar. For example, the spontaneous response to the Peron raid became the prototype for "Focus Alerts," which have since been used to rally MAP letter writers.

Many other important developments in drug policy have since occurred, which both increased the popularity of the DrugNews archive and allowed it to become a trigger for intensive letter writing campaigns that literally changed the course of history.

What happened in Tulia, Texas, serves as a good example of the maturing MAP concept and how the DrugSense infrastructure intervened in the background to change the outcome.

Please see *Time* on page 4

Moving the debate on drugs from Insanity to Humanity

Look from Page 1

These images are aligned left to right to illustrate the progression from the Insanity of prohibition to the Humanity of evidenced-based drug policies. The media is instrumental to this policy shift.



Reefer Madness:

The hysteria, hyperbole, and propoganda that drive prohibition.



Corruption of Uncounted Profit:

Billions of dollars lost from untaxed illegal drug profits.



Militarization of Police:

Deadly SWAT raids.



Prison:

1 in 100 U.S. individuals behind bars.



**Children:
It's about
the future.**

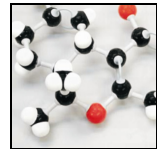
Classic News:

Print / Broadcast media: Articles, OpEds, LTEs, radio, and television.



Chemistry:

As biological beings, we are products of our body chemistry.



New Media:

Websites, e-mail, blogs, wikis, social networking, and video.



Social Justice:

Justice begins at home.



The World View:

A global problem in search of a global solution



www.DrugSense.org

www.DrugPolicyCentral.com

www.mapinc.org



Donate Today!

Your tax-deductible donation funds all of these DrugSense services and more. [Help change drug policy now!](#) Please fill out the form below, make your check or money order payable to **DrugSense** and mail to:

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Amount: \$50 \$100 \$250 Other: _____

Name: _____

Organization: _____

Street: _____

City: _____ **State:** _____ **Postal Code:** _____

E-mail: _____ **Phone:** _____

Comments: _____

DrugSense is a 501(c)(3) non-profit organization. Your donation is tax deductible to the extent provided by law.

In loving Memory



Derek in the Cannabis Consumers Campaign

**February: 27, 1954
to
June 16, 2008**

Condolences may be sent to:

Eileen Rea and Family
2405 Jerden
Granite City, IL 62040

Thank you, Derek

In the last edition of the *Insider*, we profiled Derek Rea, a proud member of the MAPster family. We were saddened to learn of Derek's passing on June 17. Derek organized our "Letter of the Week" and "Letter Writer of the Month" recognitions. He also has had a direct hand in the archiving of over 12,000 news clippings. Clearly, he will be missed, but his contributions will live on in the DrugNews Archive to which he gave so much of his time.

Time from Page 2

In a pre-dawn, SWAT raid, law enforcement roused 47 men and women from their beds, hauled them before TV news cameras, and charged them with drug dealing. Of these, 38 were African American, 20% of this small town's black population. Twenty-eight received prison sentences, some as long as 20-90 years (Texas' prison population is more than 70% African American). As later revealed, the charges and convictions resulted from the trumped-up testimony of a single undercover officer with a very jaded past.

This saga can be tracked through the 800+ newspaper, magazine, and Web articles about it preserved online in MAP's DrugNews Archive. Motivated by these articles, outraged citizens used MAP Services to flood newspapers nationwide with Letters-to-the-Editor and calls to the media about Tulia. Ultimately, the uproar prompted a reevaluation of the case, the accused were exonerated, and the

regional drug task force responsible for the whole debacle was disbanded.

Tulia serves as an example of how the infrastructure of DrugSense – the archive, LTEs, and Media Activism acting in the background – empowered social justice advocates to bring about systemic change in the Texas Criminal Justice System. Not only did a racially-motivated local bust turn out quite differently than planned, racist predatory proponents of the drug war in the area were removed, while the nation received a lesson on the potential abuses in these flawed policies.

With the DrugNews Archive ready to cross the 200,000 mark in the next two months, we reflect back on its powerful impact and what started it all. Expanded nationally, the MAP concept has the potential to finally end the drug war and radically transform Criminal Justice. We hope for an even greater impact in the future.

Landmark DrugNews Articles

1999

"Officer Tells of Undercover Work," *Amarillo Globe News*
Sunday, August 8, 1998, by Greg Cunningham
<http://www.mapinc.org/drugnews/v99/n000/a18.html>
Undercover cop, Tom Coleman, talks about the drug arrests for which he was responsible in the small Texas town of Tulia.

2000

"The Race to Racism," *Amarillo Globe News*
Friday, September 15, 2000, by Redford Givens
<http://www.mapinc.org/drugnews/v00/n1585/a01.html>
MAP letter writers go to work condemning the racism that led to the Tulia arrests.

2002

"Drug Charges Dropped after Tulia Case Collapses,"
Lubbock Avalanche-Journal
Sunday, April 14, 2002, by Linda Kane
<http://www.mapinc.org/drugnews/v02/n721/a06.html>
The Tulia case collapses after undercover cop, Tom Coleman, becomes discredited.

Become an Editor

Want to help change the world one article at a time? We are currently organizing an Editor Training Session. Our web-based, self-paced training makes it easy to learn the few steps it takes to receive and process articles. For more information, please contact Jo-D Harrison at jo-d@mapinc.org.

Media Contact On Demand

****FREE**** database of media contact information
<http://www.mapinc.org/mcod/>

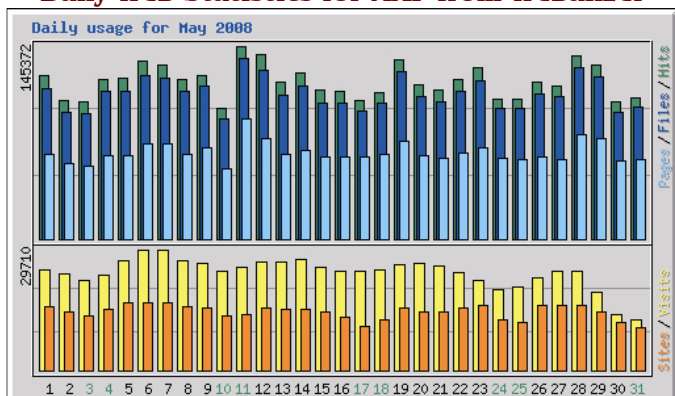
More MAP Stats

As noted in previous editions of the *Insider*, we track a number of statistics to measure our impact on drug policy. The main source of our internal statistics is a free Web server analysis program called **Webalizer**. While we believe that the most meaningful statistics to track are pages, sites, and visits, Website traffic can be viewed from a number of perspectives. Using Webalizer, we can measure our efforts by day, by country, by where visitors came from (referrer), and, of course, by sites (the number of unique IP addresses), visits, pages requested and pages per visitor, among many other values.

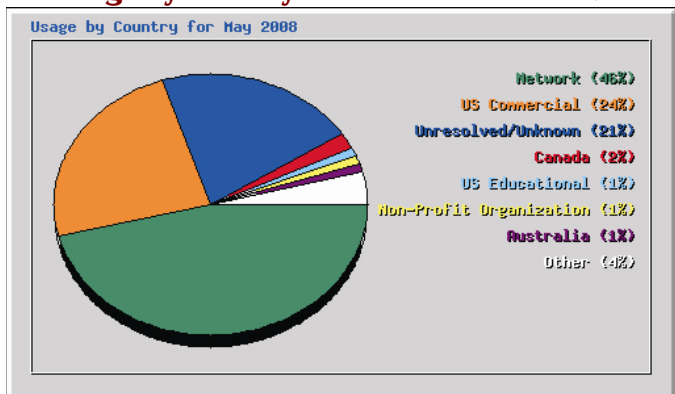
MAP – our largest effort with its archive, newsletter, and media activism resources – receives the most Web traffic among our major sites.

More MAP Stats
MAP Overview Statistics
<http://drugsense.org/html/modules.php?name=Overview>

Daily Web Statistics for MAP from Webalizer



Usage by Country for MAP from Webalizer



Independent Statistical Tracking

Alexa on DrugSense

Alexa is an independent organization that tracks Website statistics and ranks millions of top-level domain names.
<http://drugsense.org/html/modules.php?name=Overview>

Top 10 of 49,266 Referring Domain Names for MAP - May 2008

	Hits	%	Referrer
1	1.8 mil	51%	Direct Response
2	51,472	1.40	http://www.leap.cc/cms/index.php
3	42,262	1.15	http://www.drugsense.org/wodclock.htm
4	25,450	0.69	http://www.google.com/search
5	22,910	0.62	http://www.bongtvlive.com/
6	17,229	0.47	http://www.november.org/
7	12,369	0.34	http://ssdp.org/index.php
8	11,470	0.31	http://www.concept420.com/index.html
9	10,786	0.29	http://www.bcmarijuanaparty.com/
10	10,243	0.28	http://norml.org/

Website Usage Statistics

3-month moving averages

	Pages	Sites	Visits
MAP (DrugNews Archive, media activism resources)			
May 2008	1,877,387	287,181	743,397
May 2007	1,542,816	291,875	663,573
Percent Chg	+21.7%	-1.6%	+12.0%
DrugSense (DrugSense Weekly, collateral materials)			
May 2008	494,325	150,163	235,022
May 2007	193,004	100,335	100,033
Percent Chg	+156.1%	+49.7%	+134.9%
Drug Policy Central (Bot & client sites)			
May 2008	1,302,170	112,348	542,715
May 2007	888,855	89,037	440,823
Percent Chg	+46.5%	+26.2%	+23.1%

Website Usage Statistics

3-month moving averages

	MAP	DrugSense	DPC
Pages per Visitor (Pages divided by Visitor)			
May 2008	6.5	3.3	11.6
May 2007	5.3	1.9	10.0
Percent Chg	+23.7%	+71.1%	+16.1

Data Definitions

- **Pages:** these URLs are considered to be the actual requested page, not all of the individual items that make it up (such as graphics and audio clips).
- **Sites:** the number of unique IP addresses that made requests to the server. This is the best gauge of visitor counts.
- **Visits:** occur when a remote site makes a request for a page on the server for the first time. If the length of time since the last request is greater than the specified timeout period (default is 30 minutes), a new Visit is started and counted, and the sequence repeats.



Insider

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When the news breaks, MAP fixes it!

Inside the Insider:

A Trip through Time: A look back at our beginnings

Our New Logo Look: Introducing a new look to match our motto

DrugSense on the Radio: DrugNews read on the radio

And more....

