



Dear Friends,

Ten Years! What a long strange trip it's been! DrugSense/MAP clearly represents my proudest lifetime achievement. This decade of struggle against the illogical, expensive, and failed War on Drugs reflects my love for my country and its core principals. We owe our impressive growth and success to our staff and volunteers, whose efforts have lead to accomplishments that outstrip our ever-challenged budget by orders of magnitude. Matt Elrod, Richard Lake, Jo-D Harrison, Philippe Lucas, Mary Jane Borden, Debra Harper, Doug Snead, Steve Young, and Steve Heath have all demonstrated incredible teamwork and dedication. In addition, hundreds of dedicated volunteers spend untold hours

working on our behalf with little recognition, all with the unified goal of ending the drug war. This has been an amazing journey, and with your help, we can offer even more in the coming years. We WILL enact sensible drug policies, and over time, our collective struggle will be recognized as core to the defeat of one of history's most embarrassing, unjust, and failed wars.

Mark Greer
Co-Founder and Executive Director

1-800-266-5759 **DrugSense**
Makes Sense

The genesis of DrugSense began in 1995 with the concept of collecting news clippings about drug policy for writing rebuttals to biased newspaper coverage. The **MAP DrugNews Archive** emerged and has become **THE** knowledgebase of public policy toward illegal drugs spanning the drug war's harshest decade. This tool, largely the loving work of volunteers, has been used by journalists, academics, policy makers, and ordinary citizens to better understand this policy and hopefully find just, compassionate, and common sense solutions to it.



www.MAPInc.org

1998: Common Sense for Drug Policy; **1999:** the November Coalition, Drug Policy Forum of California, Drug Policy Forum of Oregon, Drug Policy Forum of Wisconsin; **2000:** The Kubby Files, Drug War Facts, A Better Way, Is My Medicine Legal Yet?; **2001:** Harm Reduction Coalition, Oregon NORML, Indiana NORML, Drug Policy Forum of Texas, Ohio Patient Network, Unitarian Universalists for Drug Policy Reform, Wisconsin NORML, American Medical Marijuana Association, National Advocates for Pregnant Women, Drug Policy Forum of Hawaii, Drug Policy Forum Tri-State, Michigan NORML, The Hemp and Cannabis Foundation, Drug Crazy, New England Alliance of Methadone Advocates, Canadian Foundation for Drug Policy, Cannabis as Living Medicine; **2002:** Cultural Baggage, Campaign for the Restoration and Regulation of Hemp, Addict in the Family, Canadian Cannabis Coalition, NORML.net, New York NORML, Mothers Against Misuse and Abuse, Law Enforcement Against Prohibition, Cannabis Consumers Campaign, A Better Way Foundation, Educators for Sensible Drug Policy, Christians for Cannabis, CannabisLink, Coalition for Medical Marijuana, Network Against Prohibition, Drug Policy Forum of Florida, Vancouver Island Compassion Society; **2003:** Flex Your Rights, Marijuana New Zealand, Rhode Island Patient Advocacy Coalition, Arkansas NORML, Interfaith Drug Policy Initiative, MercyCenters-Medical Cannabis Resource Center, Canadians for Safe Access, Macomb NORML, Syringe Access Resources Online, Safe Access Now, Drug Policy Forum of Michigan, Hemp Industries of Kansas, Sonoma Alliance for Medical Marijuana, GSTL NORML Missouri; **2004:** DanceSafe, ReConsider Forums, Journey for Justice, Parents Ending Prohibition, Doctor Tom, The Medical Marijuana Mission, Cannabis Research Institute Inc., Multiple Sclerosis Patients Union, The Compassionate Coalition, Madison NORML, Kentucky NORML; **2005:** Hemprock, Renee Boje Legal Defense Fund, Northern California NORML, Reefer Madness Museum.



Drug Policy Central

Drug Policy Central, the DrugSense Internet services arm, provides Web hosting, e-mail discussion lists, and technical support to more than **150** organizations worldwide. Over **250** Web sites display one of our newsfeeds, timely drug policy news delivered right to you.

Our clients make us great! A big **Thank You!** for 10 years of support goes out to these organizations.

Organizations by year joined →

- Domains
- Web Hosting
- Tech Support
- Mail Lists

www.DrugPolicyCentral.com

Wish DrugSense a Happy Anniversary ...
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Enclosed is my gift of: \$25 ☐ \$50 ☐ \$100 ☐ \$500 ☐
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Please make checks payable to **DrugSense** and return this form to this address →
Secure donations by credit card can be made at **www.drugsense.org/donate/**
Because DrugSense is a **501(c)3 educational non-profit**, your gift is tax deductible to the extent permitted by law.

Thank You for Your Support!

DrugSense needs your help!

Most of our funding is derived from contributions and grants. **You** make DrugSense happen, and thereby help usher in more sensible drug policies. Please **donate** today. If you have more time than money, why not become a DrugSense volunteer. Please visit:
www.MAPInc.org/how2.htm

DrugSense

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A Brief History of DrugSense

The seeds of the **Media Awareness Project (MAP)** were sown in October 1995 at the Ninth Drug Policy Foundation (now the Drug Policy Alliance) conference in Santa Monica, CA. Several individuals already involved in the fledgling drug policy reform movement held a meeting for those interested in activism via the emerging Internet. One of the attendees, Mark Greer, immediately joined their e-mail discussion group.

During the coming year, Greer pushed the novel idea that cash-starved activists could use the Internet to gain newspaper coverage through a coordinated campaign of writing Letters-to-the-Editor (LTEs). Volunteers would collect and store target articles easily, accurately, and cheaply. The group directed the first of many efforts at an editorial decrying the drug war by William F. Buckley, Jr. in the February 1996 *The New Republic*.

By the November 1996 DPF conference, Greer had incorporated his concept as the 501(c)3 Media Awareness Project, Inc. doing business as **DrugSense**, a name more reflective of its mission.



The DrugSense **Media Activism** project links the reform community to the media with particular emphasis on the radio and television venues.

Those interested in changing draconian drug policies can utilize a number of special MAP services to both learn the tactics of media activism and extend them into their local communities. These services include →



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Why We Do What We Do

Drug prohibition, a.k.a. the “War on Drugs,” represents one of the greatest modern-day social injustices. It has fueled incarceration rates resulting in more than two million people behind bars, 25% on drug-related charges, with people of color comprising as much as three-quarters of them in some states.

In addition, the “war” approach to drugs has thwarted research into the therapeutic potential of marijuana, MDMA, and LSD. In the name “protecting” children, current policy has undermined individual liberty and human rights. Asset forfeiture, mandatory minimum sentencing, racial profiling, an increasingly corrupt police force, and escalating drug use are societal problems that can be traced to drug prohibition.

As a 501(c)3 non-profit organization, **DrugSense** is dedicated to providing accurate information about drug policy. We heighten awareness of the expensive, ineffective, and destructive War on Drugs. **DrugSense** informs the public about rational alternatives and helps citizens to take actions that encourage reform.

Media Activism Services

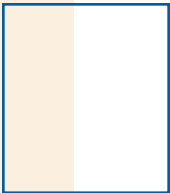
- **Fax Press Releases.** Why do it yourself? Let DrugSense fax your release to selected media outlets in our 30,000+ record database of media contacts.
- **MAP OnAir.** Check this schedule and archive of upcoming drug policy reform broadcast media events.
- **DrugSense Virtual Conference Room.** This cyberspace chat area allows people from disparate physical locations to speak to one another online in real time. Join one of our training workshops or guest appearances.
- **Drug Policy Writers Group.** Get your name in the news, literally! This group’s opinion pieces are marketed as Op-Eds to targeted media outlets.
- **Community Audits and Initiatives Project.** The full text of these local endeavors is displayed along with links to news, press releases, and other information about them.

To learn more about media activism, please see:

www.MAPInc.org/resource

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DrugSense
Makes Sense

Celebrating
10
Years
of
DrugSense

What a Difference a
Decade
Makes!

Winner of the 2005
**Robert C. Randall Award for
Achievement in the Field of Citizen Action**