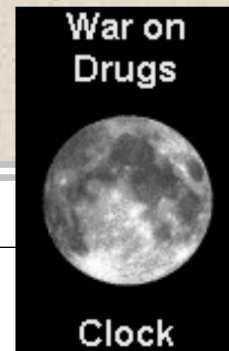


DrugSense MAP INC Insider

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Driving Change

The mantra for change that elected President Barack Obama also drove drug policy to the top of the dialogue concerning his agenda. It all began shortly after the November 2008 election when the incoming administration set up www.change.gov. Called Open for Questions, this site served as conduit for public participation in defining the direction of the new administration. As word got out – some through the 180 e-mail lists and 130 Websites managed by DrugSense – drug policy reform advocates responded with their thoughts about the drug war. During this first round, 20,000 people cast nearly 1,000,000 votes on questions posed by the online community. One top question concerned marijuana legalization, which unfortunately the president-elect dismissed.



Whitehouse.gov
Open for Questions

Reform's call for change continued with the second round of Open for Questions that Change.gov initiated just before the January 2009 inauguration. Again, word got out on the Internet and reform took action. This round produced spectacular results: 103,512 people submitted 76,031 questions and cast 4,713,083 votes. The question, "Will you consider legalizing cannabis/marijuana/hemp so that the government can regulate it, tax it, put age limits on it, and create millions of new jobs and create a multi-billion dollar industry right here in the U.S.?" (DJ C, Chicago, IL), again rose to the top, where it received the same cold response, "President-elect Obama is not in favor of the legalization of marijuana."

Please see *Change* on page 2



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Breaking Drug News

When you need up-to-the-minute – breaking – drug policy news coverage, where should you turn? The tight editorial standards of MAP's Drugnews Archive may mean that what you're looking for is not yet available, and Google searches can be time consuming, tough to target, and overwhelming with unrelated hits. Your solution can be found with 'bot'. DrugSense's **News Bot** – www.drugnewsbot.org – sifts through thousands of breaking news articles each day. Of these, 'bot' catches about 1,000 articles relevant in some way to illegal drugs and/or drug policy. It then automatically categorizes the text into RSS news feeds on cannabis, medical marijuana, harm reduction, hallucinogens, opioids, and more. In the process, news articles are automatically summarized for easy perusal. The News Bot serves as the basis for three MP3 podcasts and a tool bar for Mozilla Firefox that displays a scrolling news ticker of the breaking drug policy news. To keep content current and ease server load, articles remain on this site for only five days. So visit 'bot' now and get the latest breaking drug news.

DrugNewsBot.org
Breaking Cannabis News
<http://drugpolicycentral.com/bot/pot>
Bot YouTube Video
http://www.youtube.com/watch?v=KD_alSUdxcM
Breaking Drug News Toolbar
<http://drugpolicycentral.com/bot/pg/botbar.htm#toolbar>

Change from page 1

Reform persisted. In March, Open for Questions moved to Whitehouse.gov to begin a final round of submissions for an upcoming online town hall meeting. A phenomenal 92,937 people responded with 103,978 questions and 1,782,650 votes. This round placed drug policy reform at the top of five major categories: Budget, Health Care Reform, Green Jobs and Energy, Financial Stability, and Jobs.

Reform could no longer be ignored. After answering several unrelated questions during his March 26, 2009 online town hall, the President abruptly bridged to drug policy, "I have to say that there was one question that was voted on that ranked fairly high, and that was whether legalizing marijuana would improve the economy and job creation."

He then quipped, "I don't know what this says about the online audience." The President assured the crowd that he intended to answer all questions before delivering a painful blow, "The answer is, no, I don't think that [legalizing marijuana] is a good strategy to grow our economy." White House press secretary Robert Gibbs later confirmed, "The president opposes the legalization of marijuana...he does not think that's the right plan for America."

While reform didn't get the answer it wanted, the President's reference to 'the online audience' shows that the movement to change America's drug policies has arrived. If any doubts remained that online organizing and web-based reform efforts - which have been the centerpiece of DrugSense's work since 1997



President Obama announces the March 2009 online town hall at <http://www.whitehouse.gov/openforquestions/>.

Top Drug Policy Questions

Whitehouse.gov/OpenforQuestions

Budget Category

554,167 total votes

1. "With over 1 out of 30 Americans controlled by the penal system, why not legalize, control, and tax marijuana to change the failed war on drugs into a money making, money saving boost to the economy? Do we really need that many victimless criminals?"

Ryan Palmer, Dallas, TX

2. "Mr. Obama, Thank you for allowing us to ask our questions to you, unfiltered. What is your stance on legalizing marijuana federally, taxing it and regulating much like alcohol and tobacco? I believe that the Drug War has failed, and needs overhaul."

Brian, Minneapolis, MN

3. "I am not a marijuana user, but I do believe that making marijuana legal could provide some relief as to it could be heavily taxed and regulated. Legalization of marijuana will also be a detriment to the drug cartels in Latin America."

Ryan McLaughlin, Rindge, NH / Quakertown, PA

4. "Have you considered legalizing marijuana and taxing/regulating it like alcohol? Marijuana is America's largest cash crop. The tax revenue from marijuana sales would provide a massive source of new revenue and cut the insane costs of the "Drug War."

Matt S, Huntsville, AL

5. "Mr. President, we the people continue to ask you this general question, please do not fail to respond: Will you allow science and common sense to reign and end this failed WAR ON DRUGS starting with the legalization and taxation of Marijuana?"

Mark B, Sterling, VA

6. "Should the recreational use of marijuana be legalized and taxed if it will help California reduce its budget deficit? How will you and the federal government respond if such a law is passed by the California legislature?" JHawk, Santa Barbara, CA

7. "Are you willing to seriously consider the idea of curtailing the failed & expensive drug war in favor of a fair, responsible policy of decriminalization? With Mexican gangs, drug-related disease, & addiction going unchecked we need another solution."

T.Kapanka, San Francisco, CA

– have an impact on national drug policy, President Obama's Interactive Town Hall Meeting dispelled them. The persistent, coordinated, but decentralized flood of requests to stop America's second failed experiment with prohibition clearly shows that individual reformers possess a voice. DrugSense is the megaphone that allows this cry for new drug strategies to be heard by the press, public, and policy-makers.

The drive toward sensible drug policies didn't end with the President's online town hall. Change is still in the air; it is the hope, mission, and passion of DrugSense and its network drug policy reform advocates. Mr. President, we're not going away, so please give the American public what they deserve: honest answers, evidence-based drug policies, and measurable progress toward both.

Drug Czar of My Dreams

What do you do when you have a groundbreaking idea? Why not get the famed Internet newspaper, *The Huffington Post*, involved! This is what happened shortly after the November 2008 election. With Barack Obama taking office in January, drug policy reform found itself with a whole new opportunity. Why not try to influence Presidential cabinet appointments and particularly the nomination of the next Director of the White House Office of National Drug Control Policy, or drug czar? And who would better personify the ideal drug czar than reform's own Dr. Ethan Nadelmann?

DrugSense staff member Matt Elrod went to work. He secured the "drugczarofmydreams.com" domain name, created a petition for the site, circulated a call to action, and penned an article for the famed *Huffington Post* to announce the campaign. In all, the petition garnered 3,554 signatures for Dr. Nadelmann, but not enough to surpass Seattle Police Chief Gil Kerlikowske, who was approved for the post on May 11, 2009, and also known to be friendly to reform.

Drug Czar of My Dreams

Nadelmann for Drug Czar

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Petition
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Why Nadelmann Should Be Our Next Drug Czar
By r1teczar - Posted on December 7th, 2008

For over 35 years America's war at home, the Drug War, has been raging. Owing in large part to drug war excesses, the United States now locks up more of its citizens than any nation on earth -- more than 2.3 million, with half a million of them behind bars for nonviolent drug offenses alone. That is more than Western Europe, with a much higher population, incarcerates for all crimes combined.

The historic election of Barack Obama signals a unique opportunity to begin to heal one of America's worst open sores and end the drug war, but that is not going to happen unless President Obama nominates someone exceptional to the position of drug czar, or director of the White House Office of National Drug Control Policy. The appointment of a "moderate" will not be sufficient, particularly when President Obama's stated goals are to repeal the harshest drug sentences, remove federal bans on syringe-exchange funding to reduce HIV/AIDS, allow medical cannabis research, and support treatment alternatives for low-level drug offenders.

Spread the Word!

• About Dr. Nadelmann

Petition Signers

3554 Signatures

"Ethan is intelligent, experienced, a great leader, a great speaker, and perfect for the job."
"Ethan Nadelmann is known in the movement as the point man on good drug policy. Mr. Obama please consider Mr. Nadelmann when making this choice."
"Dr. Nadelmann understands the hurts, the fallacies, and the corruptness of the Drug War. Does the President-elect really want change? Elect Nadelmann for real change that will deliver us all from the terrors of the Drug Lords."

THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

Matt Elrod
Posted December 18, 2008 | 10:26 AM (EST)

BIO

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Drug Czar of My Dreams

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www.DrugSense.org
www.DrugPolicyCentral.com
www.mapinc.org

Moving the debate on drugs from Insanity to Humanity

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

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

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Comments: _____



THE HIGH COST OF THE DRUG WAR

As Quoted from 2008 News Clippings in the MAP DrugNews Archive

While the U.S. deficit approaches **\$1 trillion**, many states and local communities also face major budgetary shortfalls. Yet, despite the economic crisis, **your tax dollars** continue to fund drug war costs like these:

- \$40 billion for the drug war.** "Despite a \$40 billion-a-year 'war on drugs' and political speeches about a 'drug-free society,' our society is swimming in drugs: cigarettes, sugar, alcohol, marijuana, Prozac, Ritalin, Viagra, steroids and caffeine." <http://www.mapinc.org/drugnews/v08/n913/a03.html>
- \$700 million to build prisons just in one state; \$100 Million per year to run them.** "[The state prison in Scotland County, North Carolina] is one of six that state lawmakers have approved since 2001 to address a dire need for prison space, and they are already being expanded. When complete, the construction and expansions at all six facilities will have cost more than \$700 million and operating costs will top \$100 million annually." <http://www.mapinc.org/drugnews/v08/n702/a11.html>
- \$400 million more to Mexico.** "This past June [2008], Bush struck a deal with Calderon to approve \$400 million toward additional drug war assistance (representing a 20% increase in the Mexican anti-narcotics budget) -- for still more helicopters, military training, ion scanners, canine units, and surveillance technology." <http://www.mapinc.org/drugnews/v08/n940/a04.html>
- \$225 million for regional anti-drug efforts.** "[The High Intensity Drug Trafficking Area program] is one of 28 similar efforts nationwide, with the federal government spending about \$225 million annually to coordinate federal, state and local law-enforcement campaigns." <http://www.mapinc.org/drugnews/v08/n1082/a02.html>
- \$702,969 to prosecute drug offenses in just one U.S. county.** "Lake County [Illinois] will spend \$702,969 prosecuting drug offenses this year ... Except for an estimated \$30,000 in revenue from asset forfeitures, county taxpayers absorb the difference." <http://www.mapinc.org/drugnews/v08/n793/a06.html>
- \$178,290 for drug testing in just ONE school district.** "A \$178,290 drug prevention grant means 5,900 drug tests for the Victoria [Texas] school district." <http://www.mapinc.org/drugnews/v08/n712/a01.html>
- \$615,000 for all kinds of things.** "[Sheriff] Smith Used \$615,000 in Federal [forfeiture] funds for Tuition, a Lease, Private Lawyer and More \$14,400 on employee training and associated travel ... a 28-foot boat ... \$100,000 for a scholarship at Georgia State University ... About \$9,000 to help a boxing club owner pay her lease ... \$4,000 in retainer fees for Brunswick lawyer." <http://www.mapinc.org/drugnews/v08/n654/a13.html>
- \$60,000 for just one police task force to buy drugs.** "Estimating controlled drug buys for the average local case run his task force \$200, Centeno figured his officers spend at least \$60,000 a year just to purchase the drugs they need to seal the average of 300 cases." <http://www.mapinc.org/drugnews/v08/n526/a01.html>

What if, instead of spending such shameful sums, we instead taxed and regulated illicit substances?

"By legalizing drugs we can apply the same controls to their production, distribution and consumption as we apply to alcohol and tobacco. And there's a triple bonus to society: spending on crime prevention will plunge, not just on drug-related policing but on all the criminality arising from the activities of drug-financed gangs; crime levels overall will plunge; and the government becomes a net recipient of monies from drug consumption rather than a net spender via law enforcement. Harvard economist Jeffrey Miron estimates that the United States spends **\$44 billion a year** fighting the war on drugs. If they were legal, the US government would realize about **\$33 billion** a year in tax revenue - a net swing of **\$77 billion.**" <http://www.mapinc.org/drugnews/v09/n388/a07.html>

[If you think that your tax dollars can be better spent, then you know it's time to change drug policy.](#)

DrugSense is a 501(c)(3) educational non-profit dedicated to accuracy in the media concerning drug policy topics. Please visit the Websites above to learn what you can do to help bring about more sensible, compassionate, AND cost-effective solutions.

MAP Stats: Reflecting Change

If change were in the air, wouldn't it be reflected in Website statistics? We think so. Our three main Websites – MAP, DrugSense, and Drug Policy Central – have all experienced upswings during the past year, particularly with respect to unique visitors (Sites), which were up by +16.8% for all three domains combined over the same total for 2007. This trend has continued in 2009 with combined YTD May unique visitors (Sites) up by that same +16.8% margin over YTD May 2008.

Site visitors were consuming substantially more content during their 2008 visits, with Pages for DrugSense up a notable +93% over 2008, DPC increasing a healthy +53%, and MAP growing by +22.3% for an overall upward pace of +38.7%.

Visits have declined in 2009 even while Pages and Sites essentially grew. Due to improving page counts, visitors may be finding what they need, rendering repeated visits less necessary.

One of the hallmarks of DrugSense Websites is the substantial number of pages viewed by each user (Site). The same healthy page count numbers calculated from internal statistics are replayed by Alexa (<http://www.alexa.com/>), an organization that measures Web popularity. It should be noted that four of the eight top drug policy reform focused Websites below are owned and operated by DrugSense.

Alexa.com U.S. Traffic Rankings

	3 mo Avg Rank	Pages User	Site Time	Linked Sites
Reform Websites				
norml.org	5,787	2.5	3.4	1,444
mapinc.org *	12,268	9.3	14.3	931
mpp.org	25,951	2.0	2.6	740
drugpolicy.org	35,517	1.7	2.4	983
drugsense.org*	47,467	2.3	3.3	472
stopthedrugwar.org	49,350	2.3	2.4	889
cannabisnews.com*	65,792	1.5	2.1	347
drugpolicycentral.com*	129,623	1.3	0.8	281
* DrugSense hosted sites.				
Prohibition Websites				
drugfree.org	26,179	1.7	2.6	1,069
whitehousedrugpolicy.gov	55,895	1.6	2.2	1,617
theantidrug.com	96,985	2.3	2.5	809
freevibe.com	110,315	1.6	2.0	454

Website Usage Statistics

YTD 3-month moving average May 2009 vs. May 2008

	Pages	Sites	Visits
MAP (DrugNews Archive, media activism resources)			
May 2009	10,489,317	1,861,031	2,035,073
May 2008	9,431,558	1,435,366	3,432,163
Percent Chg	+11.2%	+29.7%	-40.7%
DrugSense (DrugSense Weekly, collateral materials)			
May 2009	2,529,470	827,785	774,970
May 2008	2,583,963	833,245	1,191,531
Percent Chg	-2.1%	-0.7%	-35.0%
Drug Policy Central (Bot & client sites)			
May 2009	5,577,195	576,071	814,149
May 2008	5,901,233	526,313	2,441,173
Percent Chg	-5.5%	+9.5%	-66.7%
All of the above sites			
May 2009	18,595,982	3,264,886	3,624,191
May 2008	17,916,754	2,794,924	7,064,867
Percent Chg	+3.8%	+16.8%	-48.7%

Sum of 3-month moving averages – 2008 vs. 2007

	Pages	Sites	Visits
MAP (DrugNews Archive, media activism resources)			
2008	23,722,949	3,423,837	6,505,267
2007	19,403,440	3,197,597	8,433,858
Percent Chg	+22.3%	+7.1%	-22.9%
DrugSense (DrugSense Weekly, collateral materials)			
2008	6,122,428	1,867,281	2,383,390
2007	3,171,470	1,309,474	1,534,812
Percent Chg	+93.0%	+42.6%	+55.3%
Drug Policy Central (Bot & client sites)			
2008	15,858,352	1,277,733	4,020,187
2007	10,365,453	1,117,379	4,999,025
Percent Chg	+53.0%	+14.4%	-19.6%
All of the above sites			
2008	45,703,728	6,568,851	12,908,844
2007	32,940,363	5,624,450	14,967,694
Percent Chg	+38.7%	+16.8%	-13.8%

Pages Per Site – All Sites

	MAP	DrugSense	DPC
YTD 2009	5.5	3.0	9.2
Full 2008	6.9	3.3	12.6

Data Definitions

MAP Overview Statistics

<http://drugsense.org/html/modules.php?name=Overview>

- **Pages:** these counts reflect the number of actual requested pages, 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.



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