



Insider



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

Collateral Collection

While it is well known that DrugSense provides many valuable services to the drug policy reform movement, organizations might not realize that DrugSense maintains links to paper-based materials belonging to many of their reform friends. We also are developing quite a collection of our own flyers and brochures.

All of these are available for download and use. Some come in the form of pre-formatted PDF files. Others include Microsoft Word documents, videos, MP3 files, and links to publications like *Drug War Facts*. We also offer banner graphics for Web pages.

A number of organizations are represented from the large and well known MPP, NORML, and Drug Policy Alliance, to state-based groups like the Ohio Patient Network or ReconsiDer from New York.

The place to begin our tour of DrugSense's collateral material collection is at the DrugSense.org home page. From there, several links at the left of this page will take you to various materials.

Beginning at the top under **Who We Are**, the **[Banners]** link brings up a number DrugSense/MAP graphics that can be placed on Websites. Our clients often find the DPC logo at the bottom of their pages indicating that our Drug Policy Central subsidiary is providing their Web services.



There is also the popular Media Awareness Project banner that is often used as a link to our site.

Please see *Collection* on page 2

INSIDE THIS ISSUE

Collateral Collection.....	1
And the Winner Is	1
DrugSense on MySpace	4
New DrugSense Board	4
Demand Media!	4
More MAP Stats – Alexa	5

And the Winner Is ...

Volunteers form the core of DrugSense's mission to advance the cause of drug policy reform, and we recognize these volunteers and contributors with several different awards.

One 'winner' recognized each week is the individual who writes the best reform-focused Letter-to-the-Editor (LTE). Volunteer, **Derek Rea**, scans the hundreds of LTEs submitted each week to the MAP DrugNews Archive. From these, he picks five that best convey the reform message. He then posts links to these five on a couple of DrugSense e-mail discussion lists. List members vote for the best LTE, and the winning LTE is published in that week's *DrugSense Weekly*. Winning LTE authors have included well-known reform advocates like Bruce Mirken of MPP or Loretta Nall, as well as ordinary concerned citizens. Those who have composed the most LTEs during a particular month are recognized as the **Letter Writer of the Month**.

Letter Writers of the Month

January 2007

George Kosinski – Gibsons, BC

February 2007

Moe Brondum – Saskatchewan Marijuana Party

March 2007

Alan Randall – Victoria, BC

Please see *Winner* on page 3

Collection from Page 1

At the bottom of this page also lay two DrugSense handouts. The four-print-per-flyer "What bothers you the most about Prohibition?" on the left creates four handy postcard-size flyers with both black and white and color versions available.

Moving down the **Who We Are** list on the **DrugSense.org** home page finds the very next **[Flyers]** link referencing DrugSense's own growing collection of drug-war-related materials.

Depending on your interest, you may find one of these existing flyers perfect for your meeting or conference. Topics range from the exorbitant cost of the drug war to a list of conditions shown by science to benefit from the medicinal use of cannabis.

We also have materials that discuss how to use our own services, like online help systems and media activism resources. A couple of brochures or flyers show how to integrate all of our offerings into one coordinated campaign designed to gain media attention and exposure for your reform message.

DrugSense Flyers & Brochures

What Bothers You Most about Prohibition?

A 4-print-per-flyer sheet that creates postcard-size handouts in both black and white and color.
(<http://mapinc.org/map4up.pdf>)

Your Tax Dollars At Work

A PDF listing of drug war costs as gleaned from clippings in MAP's DrugNews archive.
(<http://www.drugsense.org/flyers/taxatwork.pdf>)

Cannabis Studies by Condition

A PDF of studies in the DrugNews Archive concerning medicinal cannabis ordered by physical condition.
(<http://drugsense.org/flyers/cannabisstudies.pdf>)

Making the Most of DrugSense

A PDF of tips on how to make the best use of DrugSense/MAP services.
(<http://www.drugsense.org/nl/2006/>)

DrugSense How-2 Brochure Help

A PDF of a two-color brochure on the various help topics found on DrugSense/MAP Web pages.
(<http://www.drugsense.org/dsw/2006/ds06.n480.html>)

Other Flyers & Brochures

Other DrugSense flyers can be found at
(<http://www.drugsense.org/html/modules.php?name=Downloads>)

Reform Materials Available from the DrugSense Download Site

Drug War Facts

Many pages of well documented facts from which flyers or handouts may be created.
(<http://www.drugwarfacts.org/>)

Safety First Booklet

A Reality-Based Approach to Teens, Drugs, and Drug Education
(<http://www.safety1st.org/pdf/safetyfirst.pdf>)

LEAP Audio Video

The Audio Video library of LEAP speakers and presentations
(<http://leap.cc/audiovideo/>)

ReconsiDer Spanish Language Pamphlet

Drogas Y Salud Publica
(http://reconsider.org/pdf/drogas_y_salud_publica_brochur.pdf)

Family Council on Drug Awareness Trifold

Marijuana & the Bible: What is the Word of God on the Cannabis plant, according to the King James Bible?
(<http://www.fcda.org/pdf/bible.00.pdf>)

Perhaps of greatest interest to reform activists is our **Downloads** page. Here, you can access the collateral material of many reform organizations.

The search box at the very top of the page allows you to look for printed materials by subject matter. Say you need a pamphlet about marijuana. Simply type "marijuana" in the box, and a list of downloadable materials concerning cannabis will appear.

The **Drug Reform Organization Downloads** section appearing below the search box contains links to over 70 pieces from over 20 reform organizations. Materials range from LEAP videos, to Spanish language pamphlets from ReconsiDer, to public service ads from Common Sense for Drug Policy.

The best part is that you can add your organization's materials to this site. The **Add Download** link below the Search Box accesses a form, which you can fill out to both add your group to the list and upload your document. To do so, please remember to register with the **DrugSense.org** site first.

Printed brochures, PDF reports, and online video all help get reform information to new audiences. When reform organizations share what they have, the collection of information available to end prohibition multiplies benefiting everyone.

Winners! from Page 1

At the **We Get Published** page, DrugSense also honors LTE writers who have written the most letters over the last ten years. This page lists the top ten letter writers and the dollar values for reform accrued from their effort. (<http://www.mapinc.org/lte/>)

DrugSense confers three **Published Letters Awards** to top writers (<http://www.mapinc.org/lteaward.htm>).



The **Silver LTE Award** is given to the writer who has at least 100 published letters in the MAP archive. Twelve LTE authors have been recognized with this award.

The **Gold LTE Award** is accorded to those who have more than 500 published LTEs. Only two writers have achieved this remarkable feat, **Robert Sharpe** and **Kirk Muse**.



Only one letter writer has earned our highest award, the **Platinum LTE Award**. **Robert Sharpe** has had a remarkable 1,741 LTEs published in the last ten years. That's the equivalent of giving drug policy reform over **\$1.7 million of free advertising**.



Robert Sharpe's LTE Tips
<http://www.mapinc.org/resource/tips.htm>

Sharpe has also been honored with the **Letter Writer of the Year** award four times in the last seven years: 2006, 2005, 2004, and 2002. In 2006 alone, 226 of his letters were published in response to a newspaper or magazine article in the DrugNews Archive.

On a final note, DrugSense was the proud recipient of the prestigious **2005 Robert C. Randall Award for Citizen Activism** from the Drug Policy Alliance. This award not only recognized us, but also the volunteers who have help make a difference through DrugSense.

SPECIAL NOTE:

A generous funder has again agreed to **match all donations** dollar for dollar. Give your contribution twice the value. Donate today!

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:

DrugSense/MAP • 14252 Culver Drive #328 • Irvine, CA 92604-0326

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

Name: _____

Organization: _____

Street: _____

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

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

Comments: _____

DrugSense on MySpace

We at DrugSense understand that new technologies are revolutionizing how people gain information over the Internet. Like other reform organizations, DrugSense opened a MySpace page in April of this year. We're hoping to use this page as a resource to get Focus Alerts to a new audience and possibly recruit new volunteers. Please add DrugSense to your list of MySpace friends and yourself to our list as well.

Reform MySpace Pages

DrugSense

<http://www.myspace.com/drugsense>

Americans for Safe Access

<http://www.myspace.com/americansforsafeaccess>

Drug Policy Alliance

<http://www.myspace.com/drugpolicy>

LEAP

<http://www.myspace.com/copssaylegalizeddrugs>

MPP

<http://www.myspace.com/marijuanapolicyproject>

NORML

<http://www.myspace.com/natlnorml>

November Coalition

<http://www.myspace.com/novembercoalition>

New DrugSense Board

DrugSense reformed its Board of Directors last year. Attorney **Don E. Wirtshafter** joined the board as Chairman, and DrugSense Business Manager, **Mary Jane Borden**, came aboard as Secretary. **Nora Callahan** of the November Coalition remained from the prior board. **Mark Greer** continues as DrugSense Executive Director.

At the last board meeting in April 2007, the board welcomed **Cliff Thornton** of Efficacy as its newest member.

DrugSense Board of Directors

<http://www.drugsense.org/whoweare.htm>

Demand Media!

At the beginning of 2005 and to kick off our Media Activism project, DrugSense purchased a media list from Gebbie Press and incorporated it into our existing media contact database. What resulted was an extensive 30,000+ record resource that lists all U.S. print and broadcast media: TV and radio stations, daily and weekly newspapers, trade and consumer magazines, news syndicates, and AP and UPI bureaus. It is searchable on a number of parameters such as by venue or by specific distances from any zip code or city and can easily output mailing labels or data formats suitable for use in fax or e-mail programs.

DrugSense staff member, **Doug Snead**, developed a spidering program capable of systematically text-mining newspaper Websites for media contact information. This spider places the data it finds into a database similar to the purchased one. The captured data is far richer and more detailed than its purchased counterpart, allowing DrugSense to avoid the cost of repeatedly buying media contact data.

To make this database more user friendly, we renamed it "**Media Contact on Demand**" (MCOD) and simplified its URL. To make it easier to use, DrugSense staff member, **Jo-D Harrison**, created several training modules and placed easy access to this Help system on MCOD's entry Webpage.

While we would prefer to limit use of this resource to reform advocates, we don't want to overly burden those who wish to explore it. Thus, registered DrugSense members receive full access to MCOD. Others can obtain a limited number of records by using the username <guest> with no password.

Media Contact on Demand

Media Contact Database

<http://www.mapinc.org/mcod/>

MCOD Training System

http://www.mapinc.org/mcod/source_screen.htm

Register for MCOD

<http://www.drugsense.org/html/join>

More MAP Stats

As noted in previous editions of the *Insider*, we track a number of statistics to measure our impact on drug policy. We continue to discuss the meaning of these statistics, whether they're generated internally or produced by outside observers like Alexa.

The problem is that, like any statistic, it is important to define the terms being used and make sure these factors are comparable Website to Website.

DrugSense Webmaster, **Matt Elrod**, works diligently to keep MAP, DrugSense, and DPC pages loading quickly in order to reach older computers like those in libraries and schools. One way of accomplishing this involves reducing the number of images on a page, thereby cutting down on the load imposed on the server and allowing pages to display more efficiently. This may mean that sites lose 'popularity' as defined by 'hit' counts in comparison to other Websites.

During the last year, Elrod also implemented spider blocking techniques on the DrugSense and MAP sites, causing raw numbers to decline without impacting the number of *real* people visiting the sites. If the **Sites** statistic remained steady, the Website actually received more visitors. These programs tend to crawl through hundreds, if not thousands, of pages, thereby skewing the **Pages** and **Visits** figures. To the extent that these programs catch on and stop visiting, the number of pages viewed per visit actually drops.

Any comparison of Websites must take into account the number of pages that compose them. DrugSense

hosts its own sites: **MAP** (the DrugNews Archive, media activism resources), **DrugSense** (the *DrugSense Weekly*, reform collateral materials), and **Drug Policy Central** (bot and over one hundred client sites). **Cannabisnews.com** is also fully owned DrugSense Website. Client sites include those for **LEAP**, **Common Sense for Drug Policy**, **Drug War Facts**, and the **November Coalition**, to name a few.

The statistical basis for comparing Website statistics thus varies from time to time depending upon whether efficiencies have been added to the system. Efficiencies can suppress usage statistics, resulting in growth or decline figures that may simply reflect these efficiencies as opposed to actual fluctuations in users.

• Alexa Stats

Alexa is an independent organization that tracks Website statistics. It ranks millions of top-level domain names, with 1 being the highest. Note that the top five Alexa-ranked Websites are Yahoo!, Google, MySpace, the Microsoft Network, and eBay.

Alexa allows users to search for the ranking statistics of a particular domain name. Up to five other Websites can then be compared by entering their names next to the searched-for domain. Rankings can be viewed for time periods as recent as last week or as distant as five years ago.

Alexa ranks **MAPinc.org** at about 40,000 worldwide, with the site scoring as high as 20,000 in the past few months. In the United States, which accounts for 70% of MAP users, the site rises to a remarkable 5,800; 22,500 in Canada. As a result, MAP is the highest ranked Website of any site in drug policy reform. And, visitors look up as many as 10 pages per day, more than the number viewed daily at Google!

DrugSense/MAP Usage Statistics			
	Pages	Sites	Visits
MAP (DrugNews Archive, media activism resources)			
Mar 2007	1,530,227	282,113	616,860
Mar 2006	2,007,973	307,016	719,884
<i>Percent Chg</i>	<i>-23.8%</i>	<i>-8.1%</i>	<i>-14.3%</i>
DrugSense (DrugSense Weekly, collateral materials)			
Mar 2007	201,072	100,431	99,205
Mar 2006	209,409	100,033	105,970
<i>Percent Chg</i>	<i>-4.0%</i>	<i>+0.4%</i>	<i>-6.4%</i>
Drug Policy Central (bot & client sites)			
Mar 2007	911,887	94,004	453,810
Mar 2006	361,592	73,447	140,844
<i>Percent Chg</i>	<i>+152.2%</i>	<i>+28.0%</i>	<i>+222.2%</i>

More MAP Stats

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

Alexa
<http://www.alexa.com>

Alexa on DrugSense
<http://drugsense.org/stats/alexa.htm>



Insider

14252 Culver Drive #328
Irvine, CA 92604-0326

1-800-266-5759

www.MAPinc.org

www.DrugSense.org

www.DrugPolicyCentral.com

info@DrugSense.org

When the news breaks, MAP fixes it!

Inside the Insider:

Collateral Collection DrugSense collection of drug reform collateral material

And the Winner Is ... DrugSense recognizes volunteers

Demand Media! Use DrugSense's extensive media contact database

And more....



14252 Culver Drive #328
Irvine, CA 92604-0326

