

DrugSense MAP INC. Insider

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



What We Did in 2007

As we began planning for 2008, we thought we'd take a look at what we accomplished during 2007:

- Exceeded **190,000 articles** about drug policy in our DrugNews archive. Approximately 500 articles, regardless of spin, are added each week. (<http://www.drugnews.org/>)
- Attracted visitors from more than **125 countries** worldwide. The MAP system has been exported to the Netherlands (<http://www.mapinc.org/mapnl/>), Canada (<http://www.mapinc.org/cmap/>), and Germany (<http://www.mapinc.org/mapde/>).
- Surpassed **25,000 published Letters to the Editor (PUB LTEs)** favorable to drug policy reform and generated more than **\$25 million in equivalent advertising value** for reform, all since our inception. (<http://www.mapinc.org/lte/>) 2,246 PUB LTEs were added to the archive in 2007, 20% more than 2006.
- Published more than **533 DrugSense Weekly (DSW) Newsletters**, equaling about one per week for twelve years. (<http://www.drugsense.org/nl/2007>)
- Issued more than **360 Focus Alerts** on time-critical articles and issues to which activists respond with letters, phone calls, and direct actions. (<http://www.mapinc.org/focus/>). Publications like the *New York Times* and *Washington Post* regularly print LTEs resulting from these Alerts.
- Provided Web hosting services to **124 drug policy organizations** (<http://www.DrugPolicyCentral.com>), managed over **190 e-mail discussion lists and forums**, and supplied **newsfeeds to more than 200 Websites**. (<http://drugsense.org/url/RnWFFCpy>)
- Refined our Media Contact on Demand database of over **30,000 contacts** in media, government, and

Please see 2007 on page 2

INSIDE THIS ISSUE

What We Did in 2007	1
We are Family	1
DrugSense as an NGO	1
Reefer Madness Revisited	2
New at DPC	3
More MAP Stats	5

We are Family

By Richard Lake

It may seem strange to some that a small group of dedicated activists from two countries could become so close that they consider each other to be like family members. But for a group of volunteers, MAPsters they sometimes call themselves, it is true. These folks only know each other from an email discussion list, sometimes phone calls, and for some, perhaps meeting at a conference.

When two of the group recently found out they had cancer, the sense of family really came to the surface. Support, love, and messages of hope flooded out. A fruit basket, cookies, cards, phone calls, email messages, and even a visit the length of Illinois.

Please see *Family* on page 3

DrugSense Is an NGO

DrugSense staff members, Matt Elrod, Deb Harper, and Philippe Lucas, recently attended the second of two "Beyond 2008: North America Regional Consultations," which recently took place in Vancouver, BC. The purpose of "Beyond 2008" was to facilitate contributions from NGOs (non-governmental organizations) to the 2009 UN General Assembly Special Session (UNGASS) Review on Illicit Drugs to be held July 7-9, 2008 in Vienna. Elrod filed the necessary paperwork and represented DrugSense at the Vancouver event.

2007 from Page 1

business to update every six hours, making it the most extensive contact resource available anywhere.

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

➔ Continued to update our Community Audits and Initiatives Project (<http://www.drugsense.org/caip/>), which now contains the language, media plans, and useful links for twenty-one different city ordinances and citizen-led initiatives that pertain to drug policy reform. The DrugSense University and College Reform Section holds the same information for six different colleges.

➔ Integrated the automated newsgathering 'Bot' (<http://drugpolicycentral.com/bot/>) into our archive collection methodology. Bot contains links to new technologies like RSS/XML and ATOM newsfeeds, along with our MP3 podcast. Bot also parses drug war language to show that drug-focused bigotry is alive and well.

➔ Improved Web site traffic, as reflected in an average of **270,000 unique individual visitors** coming to the MAP site each month during 2007. The site served a monthly average of **1.5 million pages** and enjoyed a **15% growth in monthly new visits** to over 700,000.

➔ Maintained a consistent Website traffic ranking of around 50,000 at Alexa (<http://www.alexa.com/>), an organization that tracks Website popularity based on the number of visitors and page views. Rankings for MAP have risen as high as high as **30,000** out of the hundreds of millions of Web sites globally, with MAP visitors viewing an astonishing **10 pages each**. In contrast, Alexa pegged Freevibe.com, part of the Office of National Drug Control Policy's **\$60+ million** Youth Anti-Drug Media Campaign, at only 150,000, with users looking at a mere 1.5 pages each. Note that DrugSense's annual budget approximates **\$250,000**.

➔ Added Cliff Thornton to the DrugSense Board of Directors, which includes Don E. Wirtshafter, Mary Jane Borden, Nora Callahan, and Mark Greer. (<http://drugsense.org/url/Fw35a3V2>)

100 Most Popular MAP Articles by Region for 2007

Over a half million different readers from over 125 countries accessed MAP drug policy clippings during 2007. Based on a formula which recognizes that older clippings have been accessed more than recent ones, the 100 most read articles for each of these areas of the world are located at the following links:

Australasia

(<http://mapinc.org/find?370>)

Asia

(<http://mapinc.org/find?370>)

Canada

(<http://mapinc.org/find?366>)

South America

(<http://mapinc.org/find?368>)

United Kingdom

(<http://mapinc.org/find?367>)

United States

(<http://mapinc.org/find?365>)

Reefer Madness Revisited

In the last *Insider*, we reviewed the 'Bot' site created by DrugSense staff member, Doug Snead. 'Bot' not only collects up-to-the-minute articles about drug policy; it also focuses on drug war propaganda. As a new addition to this site, Snead recently completed a project he began in 2001 to transcribe the dialog of the 1936 film classic, *Reefer Madness*. In the process, he added time stamps, film images, and direction to match the original movie. To our knowledge, this screenplay has never before been released and isn't available elsewhere. To quote the last line of this film classic:



"We must work untiringly, so that our children are obliged to learn the truth. Because it is only through knowledge that we can safely protect them. Failing this, the next tragedy may be that of your daughter. Or your son. Or yours. Or Yours. Or YOURS!"

Reefer Madness: http://drugpolicycentral.com/bot/pg/propaganda/reefer_madness_movie_script.htm

New at DPC

Our technical team has been very busy over the past few months with a number of major projects. During 2007, the team – Matt Elrod, Deb Harper, Jo-D Harrison, and Doug Snead – undertook the overhaul of the LEAP and Drug Truth Network sites. The new LEAP look was featured in the last edition of the Insider. The team also added six new clients to the growing list of over 120 organizations for which we provide Internet services.

The Drug Truth Network site posed the challenge of finding an efficient way to archive thousands of audio



The new Drug Truth Network site archives audio and video at www.DrugTruth.net.

and video files that network creator, Dean Becker, has broadcast over the past few years. The site organized his 4:20 Drug War News, Cultural Baggage, and Century of Lies programs by clickable links. Each is searchable by date, guest, title, organization, year, and keywords going back to January 2007. The site also holds numerous video and YouTube clips.

New DPC-hosted Websites

Chemical Bigotry

[\(http://chemicalbigotry.org/\)](http://chemicalbigotry.org/)

Compassionate Canadians Virtual March on Ottawa

[\(http://compassionatecanadians.com/\)](http://compassionatecanadians.com/)

Illinois NORML

[\(http://www.illinoisnorml.org/\)](http://www.illinoisnorml.org/)

Montreal Marijuana March

[\(http://montrealmarijuanamarch.ca/\)](http://montrealmarijuanamarch.ca/)

The Pot Law Has Fallen

[\(http://thepotlawhasfallen.ca/\)](http://thepotlawhasfallen.ca/)

Vets 4 Hemp

[\(http://vets4hemp.org/\)](http://vets4hemp.org/)



The new Virtual March on Ottawa features the Medical Cannabis Patients' Bill of Rights

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

Mapster Family Photos



Volunteers Kirk Muse (left) and Beth Wehrman (right) at the 2005 DPA Conference in Long Beach, CA.



Derek in the Cannabis Consumers Campaign



Many DrugSense staff members at the 2002 NORML Conference



Staff members Deb Harper (left) and Matt Elrod (right) with Chris Clay



Mark Greer and Matt Elrod receiving a 2005 DPA award from LEAP's Jack Cole



The Drug Policy Reform Family at the ARO Dinner at the 2007 DPA Conference in New Orleans



More family photos: <http://drugsense.org/url/f4xC9ZvX>

Family from Page 1

The group? Editors at MAP, Newshawks, and Letter-to-the-Editor (LTE) writers – all volunteers, who have become close over the years doing what they do for MAP.

Elizabeth Wehrman has pancreatic cancer. She is under the care of Mayo Clinic in Minnesota where she

is undergoing chemotherapy and radiation treatment with the hope that the cancer can be shrunk.

Our Beth had a moment of fame in May of 2002 as the 'Peoria Needle Lady' who, according to the Peoria Journal Star, was rather unpopular for her work with LifeGuard (<http://www.lifeguardonline.org>). Beth is a diligent MAP volunteer, editing, Newshawking, and updating our source database. Over 12,000 MAP archived news clippings have involved Beth's work.

Derek Rea, who has acute leukemia, is being treated near his home in Granite City, Illinois. As of this writing, the disease appears to be in remission.

We could not possibly list all that Derek has done as a MAP activist, from supporting other activists in need, to helping with evening gatherings at conventions, to visiting the MAP team on Vancouver Island. Derek keeps DrugSense organized in 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.

For many of us, the quiet support of a significant other is an important part of our ability to be activists. Eileen Rea, Derek's wife, writes by postal mail, as she is not a computer person, "I want to tell you personally how grateful I am to all the MAP volunteers for the love and kindness everyone is showing my husband. Derek thinks the 'world' of you.... Tough times don't last, Tough people do!"

The trust that the Media Awareness Project has placed in volunteers to directly accomplish tasks that appear on our website is a key part of our success. The closeness a group of volunteers who live far apart have come to feel – enough to think of each other as family – is, we think, special.

Become an Editor

Want to join our family? 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**. We believe that the most meaningful statistics we track include pages, sites, and visits.

- **Pages:** those URLs 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.

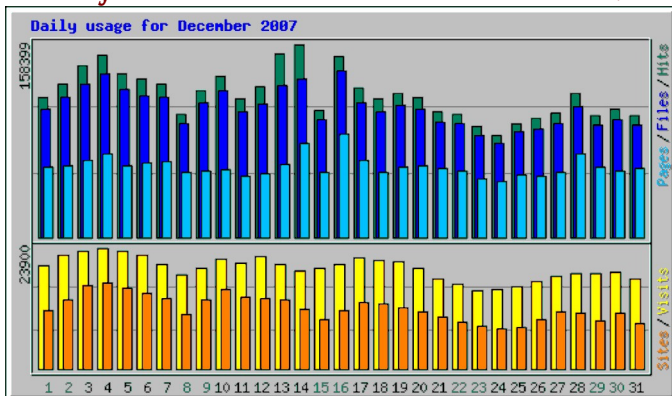
Website Usage Statistics 3-month moving averages

	Pages	Sites	Visits
MAP (DrugNews Archive, media activism resources)			
Dec 2007	1,737,244	262,142	628,963
Dec 2006	1,427,992	263,616	611,065
<i>Percent Chg</i>	+6.9%	-1.5%	+44.4%
DrugSense (DrugSense Weekly, collateral materials)			
Dec 2007	504,775	156,585	215,879
Dec 2006	187,075	85,702	96,586
<i>Percent Chg</i>	+169.8%	+82.7%	+123.5%
Drug Policy Central (Bot & client sites)			
Dec 2007	1,048,591	93,750	377,535
Dec 2006	731,456	123,957	398,846
<i>Percent Chg</i>	+43.4%	-24.4%	-5.3%

Website Usage Statistics 3-month moving averages

	MAP	DrugSense	DPC
Pages per Visit (Pages divided by Visits)			
Dec 2007	6.6	3.2	5.9
Dec 2006	5.4	2.2	11.2
<i>Percent Chg</i>	+18.3%	+32.3%	+47.2%

Daily Web Statistics for MAP from Webalizer



More MAP Stats

MAP Overview Statistics

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

Alexa

An independent organization that tracks Website statistics and ranks millions of top-level domain names.
(<http://www.alexa.com>)

Alexa on DrugSense

(<http://drugsense.org/stats/alexa.htm>)

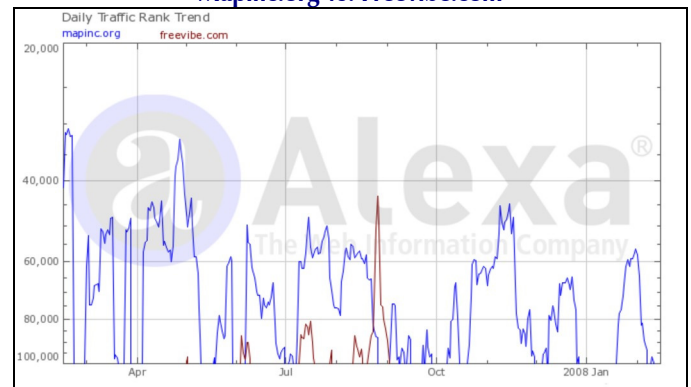
Complete.com

Another independent organization that tracks Website statistics to provide insightful research for marketers.
(<http://www.complete.com/>)

- **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.

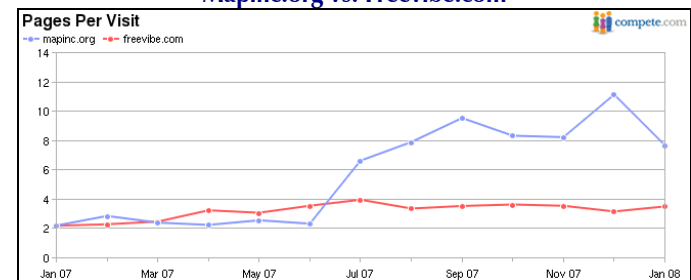
Organizations like **Alexa** and **Complete.com** utilize various Web sampling techniques to produce detailed traffic reports of numerous Websites.

Web Traffic Rank 2007 Mapinc.org vs. Freevibe.com



Alexa site popularity rankings. The smaller the value, the higher the rank. Source: **Alexa.com**

Pages per Visit Trends 2007 Mapinc.org vs. Freevibe.com



Pages per Visit represents how many clicks a person makes on a given website. Source: **Complete.com**



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:

What We Did in 2007 DrugSense's many 2007 accomplishments

We are Family Volunteers at MAP become like family

Reefer Madness Revisited The only screenplay of this film classic

And more....

