Moving the debate on drugs from Insanity to Humanity

Volume 3, Issue 10

DrugSense MAP INC. Insider

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All About DPC

Those who follow drug policy probably know that, along with being your source for news about this issue, DrugSense also provides Internet services to the reform community. Through our Webhosting arm, ***Drug Policy Central***, we offer cost effective Web services to more than 120 drug policy focused organizations worldwide. We count our clients among such stalwarts as ***Common Sense for Drug Policy*** (CSDP), ***Law Enforcement Against Prohibition*** (LEAP), the ***November Coalition***, and the ***National Organization for the Reform of Marijuana Laws*** (NORML). Yet we also serve smaller, more regional locales like ***Drug Policy Forum of Hawaii***, the ***Vancouver Island Compassion Society*** (VICS), and the ***Vermont Harm Reduction Coalition***. More than 120 groups host their Websites with us, and the more than 180 e-mail discussion lists we operate facilitate communications among reform advocates.

Please see *About* on page 3

Notable DPC Clients

Common Sense for Drug Policy (CSDP)

http://www.csdp.org

Client since: 1998

Common Sense for Drug Policy is a non-profit 501(c)(3) organization dedicated to expanding discussion on drug policy by resonating the voices of those raising questions about existing law and educating the public about alternatives to current policies.

DPC Services: Website, POP Account, newsfeed

Law Enforcement Against Prohibition (LEAP)

http://www.leap.cc

Client since: 2002

The mission of LEAP is to reduce the multitude of unintended harmful consequences resulting from fighting the war on drugs and to lessen the incidence of death, disease, crime, and addiction by ultimately ending drug prohibition.

DPC Services: Website, e-mail discussion list, newsfeed, forum, POP account

Inside This Special Drug Policy Central Issue:

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What DPC Does

The mission of DrugSense's ***Drug Policy Central*** (DPC) is to support the efforts of those involved in global drug policy reform by providing affordable Web and Internet services, which include:

Web Hosting. Does your drug policy focused organization need a Website? DPC offers free or low-cost, subsidized Internet services to reform organizations worldwide.

E-mail Discussion Lists and Online Forums. Get your group active and communicating with an e-mail discussion list or online forum. Exchange e-mail, ideas, and documents with one another to become more organized and effective.

Web Page Design. DPC can create a Website for your group or maintain your site if you prefer to utilize an in-house Webmaster. We design Websites with custom Perl scripts and other programming and site development tools.

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Drug Policy Central

DPC Home Page
http://www.drugpolicycentral.com/

For a free quote, please visit
http://www.drugpolicycentral.com/hosting/quote/index.php

Website Design
http://www.drugpolicycentral.com/hosting/webdesign.htm

DPC Clients
http://www.drugpolicycentral.com/hosting/clients.htm

More Notable DPC Clients

November Coalition

http://www.november.org

Client since: 1999

The November Coalition is a non-profit organization of grassroots volunteers educating the public about the destructive increase in prison population in the United States due to our current drug laws.

DPC Services: Website, newsfeed, POP Account

National Organization for the Reform of Marijuana Laws (NORML)

http://www.norml.org

Client since: 2004

NORML's mission is to move public opinion sufficiently to achieve the repeal of marijuana prohibition so that the responsible use of cannabis by adults is no longer subject to penalty.

DPC Services: Chapter Websites and e-mail discussion lists

Drug Policy Forum of Hawaii

http://www.dpfhi.org

Client since: 2001

DPFHI's mission is to encourage the development of effective drug policies that minimize economic, social, and human costs.

DPC Services: Website, e-mail discussion list, POP Account

Vancouver Island Compassion Society

http://www.thevics.com

Client since: 2002

The Vancouver Island Compassion Society is a non-profit organization dedicated to providing a safe source of cannabis-based treatments to its membership, and to adding to our knowledge and understanding of the therapeutic potential of whole-plant cannabis medicines through community-based scientific research.

DPC Services: Website, POP Account

Vermont Harm Reduction Coalition

http://www.vhrc.org/

Client since: 2001

The Vermont Harm Reduction Coalition (VHRC) is committed to reducing behavioral and drug-related harm among individuals and communities by initiating and promoting harm reduction education, training, resources, and community organizing throughout the state.

DPC Services: Website, POP Account

The Talented Tech Team

Part of what makes DPC special is the team of individuals who comprise it. They are not only technically literate; they are also drug policy activists themselves with an in depth grasp of this social issue. Team members, their titles, how they begin their day, and their expertise include (from "A Day in the Life of the DrugSense Staff"):

Matt Elrod: *Webmaster, Developer, Senior Tech Support.* *"The first thing I do each day is to check various log files for emergencies, high-priority requests, and problems to be solved. I then take phone calls and respond to email messages requiring technical support."* Please see http://drugsense.org/me/

- ***Markup Languages*** – HTML, RSS, RDF, SMIL, XHTML, XSSI
- ***Programming Languages*** – Basic, Javascript, PERL, PHP, Java
- ***Operating Systems*** – DOS, Windows 3.1-XP, Unix
- ***Software Applications*** – Apache, Modperl, Sendmail, Majordomo, Swish-E, and various PHP/MySQL programs including PHPNuke and PHPBB

Deb Harper: *Assistant Webmaster* *"I derive great satisfaction from the work I do - helping end the drug war. I can get several requests a day from clients who want tech support, either something done to their website or answering a question via email or phone."* Please see http://www.drugsense.org/dh/

- ***Programming Languages*** – PHP, SQL, Javascript
- ***Mark-up Languages*** – HTML, XHTML, CSS
- ***Operating Systems*** – MAC OS X, Windows XP
- ***Software Applications*** – CMS, PHP/MySQL, DreamWeaver, Photoshop, audio/video file conversions

Jo-D Harrison: *Assistant Webmaster, Membership Coordinator.* *"I begin every day by clicking the 'check Email' icon on my PC and starting a pot of coffee. My tasks run from burying my head deep in code for days to using my social skills to recruit and train volunteers."* Please see http://www.mapinc.org/jo-d/

- ***Internet Development*** – HTML, mySQL, PHP, Java, CSS, Front Page
- ***Systems Administration*** – SCO Xenix (Unix) , Wang VS
- ***Network Administration*** – Windows NT, SCO Xenix-net, IBM PC Lan
- ***Graphic Applications*** – Paint Shop Pro, MicroGraphx Designer, AutoCAD
- ***Software Applications*** – MS Office Suite, WordPerfect Suite

Doug Snead: *Programmer.* *"While beginning my day reading the very latest breaking drug news, I am also usually making improvements to the DrugSense bot, most often adding to the bot's database of drug-related key words and key phrases."* Please see http://drugsense.org/ds/

- ***Programming Languages, Servers*** – Doug researches, designs, and implements software systems, databases, Websites, and

Please see *TechTeam* on page 3

DPC Client Communications

If DPC is providing hosting or other significant Internet services, please consider joining these two e-mail lists to keep up on the latest news from DPC:

One way announcements only
owner-dpc_news@drugsense.org

Participate in client focused discussions
owner-dpc_talk@drugsense.org

Tech Team from Page 2

Doug Snead (cont.)

portals using PERL, HTML, SQL, CGI, MySQL, PHP, XML, Java, Javascript, shell, C, AWK, SED, make, and MACSYMA (and more!) on various platforms including UNIX, Linux, Cygwin, and Windows.

He has been a software engineer, technologist, and writer with MAPINC and DrugSense since September, 2001. Doug developed and implemented the MAPINC Media Contact Database by merging several large media and source contact databases into a tool for drug policy activists to produce targeted mailing, fax and e-mail lists. He also designed and implemented Bot! http://drugpolicycentral.com/bot/, a news bot which continuously spiders news sites for the very latest raw breaking drug-related news. Currently Doug is working on several web design and database projects and writes the International Section of the *DrugSense Weekly* newsletter.

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Because we provide our clients with tools and technology essential to their mission, we are in a position to understand the unique dynamics among the drug policy reform community. After all, we, too, are reform activists! Unlike some commercial hosting organizations, we are particularly sensitive to and flexible with content that concerns our topic. The legitimacy of your site will never be questioned at the mere mention of – shock! – drugs.

What we offer may be unique in social activism, not only due our focus on drug policy, but also with respect to the high quality and breadth of our services. Our clients benefit from a hands-on, personalized approach from a talented and knowledgeable technical support team. We can build great looking Websites, while populating those sites with content that interests their visitors and members.

Donate to Support DPC

http://www.drugsense.org/donate

Your tax deductible donation can also be directed to offset the Internet services of your favorite DPC client.

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

Donate Today!

Your tax-deductible donation supports 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) educational non-profit organization. Your donation is tax deductible to the extent provided by law.

DrugSense Acceptable Use Policy (AUP)

Because we are rooted in Cyberspace, DrugSense has become proficient in facilitating online communication. At about the same time that we were founded in October 1995, the Internet Engineering Task Force published RFC 1855, which has become the standard of Internet conduct. The term they applied to this conduct is "netiquette."

While almost anyone involved in drug policy reform knows about the importance of treating both our colleagues and even our opposition with the utmost respect – employing netiquette – Internet-based organizations like DrugSense have crafted Acceptable Use Policies (AUPs) to clarify proper conduct, knowing that netiquette goes a long way toward facilitating proactive and productive inter-group and inter-movement communications.

DrugSense's AUP spells out our general policies, mailing list guidelines, prohibited activities, and procedures to report violations. We invite all of our clients and anyone else interested in our services to peruse this policy. Note that to become one of our clients, you must agree to it and adhere to it.

As we state in the policy, we believe that drug policy is most effectively advanced through "promoting a culture of ethical and lawful behavior, openness, trust, and integrity." This approach is key to credibly presenting our message to policy makers and the media, and by employing it, reform stands the best chance of ending the War on Drugs.

DrugSense Policy Statements

Acceptable Use Policy
http://www.drugpolicycentral.com/hosting/aup.htm

Discussion List Guidelines
http://www.drugpolicycentral.com/hosting/aup.htm#listguide

Reporting Violations and Enforcement
http://www.drugpolicycentral.com/hosting/aup.htm#reporting

Privacy Policy
http://drugsense.org/pages/privacypolicy.htm

Disclaimer
http://drugsense.org/pages/disclaim.htm

Drug Policy Central

E-mail Discussion Lists
http://drugsense.org/lists/

Mail List Request Form
http://www.drugpolicycentral.com/hosting/lists/maillist.php

Domain Names
http://www.drugpolicycentral.com/hosting/domain.htm

POP Accounts
http://www.drugpolicycentral.com/hosting/rates.htm#pop

E-mail Options
http://www.drugpolicycentral.com/hosting/spamhelp.htm

Special Features
http://www.drugpolicycentral.com/hosting/features.htm

Technical Support
http://www.drugpolicycentral.com/hosting/support.htm

Hosting Rates
http://www.drugpolicycentral.com/hosting/rates.htm

DPC from page 1

Domain Name. Domain names uniquely identify your Website on the Internet. DPC clients may register their own domains, or have DPC register them.

E-mail Accounts. Professionalize your group's image with e-mail addresses that match its domain name. Accounts can utilize either the standard VMail, which forwards e-mail to another address, or the popular Post Office Protocol (POP3) for e-mail storage on our server and/or download into reader programs.

Spam Filtering. Have your incoming e-mail checked for spam content. Our Content Filtering is managed using the SpamAssassin software, which runs a variety of tests to assign a score that you use to determine message delivery. You can also utilize our challenge/response system to blacklist senders and identify 'whitelist' messages for delivery.

Special Features. DPC offers various features for the do-it-yourself types to add greater appeal and functionality to your site. These include Page Counters, Last Access (address of the last browser to load your page), date and time variables, and newsfeeds of drug policy related clippings.

Technical Support. Perhaps the best part about DPC is the personal, hands-on approach you'll enjoy from our Talented Tech Team. (Please see Page 2)

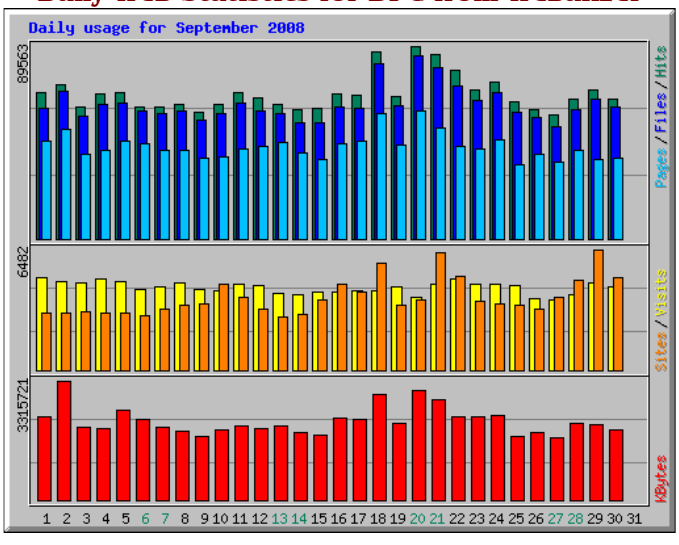
More MAP Stats – DPC Style

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 usually report numbers for our flagship site, www.mapinc.org, we thought that, for this issue about Drug Policy Central, we would focus on statistics concerning www.drugpolicycentral.com.

Website traffic can be viewed from a number of perspectives with Webalizer. We can measure our efforts by day, by country, by referer, and by counts of sites, visits, hits, kilobytes, pages requested, and pages per visitor. Still, we feel that our most meaningful measurements encompass pages, sites, and visits.

MAP – our largest effort with its archive, newsletter, and media activism resources – receives the most Web traffic among our major sites. But, DPC is catching up quickly. For example, the number of sites, the best indicator of individual users, has grown by 30% over last year, with traffic now equaling about 40% of MAP's. It should be noted that DPC numbers may include those for the subsidiary client sites hosted on the DPC server.

Daily Web Statistics for DPC from Webalizer



More MAP Stats

MAP Overview Statistics

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

Top 10 of 30,707 Referring Domain Names
for Drug Policy Central - September 2008

	Hits	%	Referrer
1	1.2 mil	61.45%	*Direct Response*
2	29,482	1.46	*http://www.stumbleupon.com/refer.php*
3	20,430	1.01	*http://www.google.com/search*
4	5,524	0.27	*http://profile.myspace.com/index.cfm*
5	4,047	0.20	*http://images.google.com/imgres*
6	3,793	0.19	*http://search.yahoo.com/search*
7	2,743	0.14	*http://www.google.ca/search*
8	2,193	0.11	*http://www.google.co.uk/search*
9	2,026	0.10	*http://search.live.com/results.aspx*
10	1,047	0.05	*http://drugwarrant.net/forum/viewtopic.php*

Website Usage Statistics
3-month moving averages

	Pages	Sites	Visits
Drug Policy Central (Bot & client sites)			
Sept 2008	1,409,006	93,271	161,146
Sept 2007	662,065	71,458	324,048
Percent Chg	*+112.8%*	*+30.5%*	*-50.3%*
MAP (DrugNews Archive, media activism resources)			
Sept 2008	2,072,586	273,414	378,120
Sept 2007	1,695,301	238,126	774,217
Percent Chg	*+22.3%*	*+14.8%*	*-51.2%*
DrugSense (*DrugSense Weekly*, collateral materials)			
Sept 2008	523,331	154,870	164,139
Sept 2007	281,881	115,788	135,930
Percent Chg	*+85.7%*	*+33.8%*	*+20.8%*

Website Usage Statistics
3-month moving averages

	DPC	MAP	DrugSense
Pages per Visitor (Pages divided by Visitors)			
Sept 2008	15.1	7.6	3.4
Sept 2007	9.3	7.1	2.4
Percent Chg	*+63%*	*+6.5%*	*+38.8%*

Data Definitions

- **Hits**: Any request made to the server which is logged, is considered a 'hit'. The requests can be for anything... html pages, graphic images, audio files, CGI scripts, etc. This number represents the total number of requests that were made to the server during the specified report period.
- **Kilobytes (Kbytes):** This value shows the amount of data in KB that was sent out by the server during the specified reporting period. It should be a fairly accurate representation of the amount of outgoing traffic the server had, regardless of the web servers reporting quirks.
- **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.

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When the news breaks, MAP fixes it!

Inside the Insider: Special Drug Policy Central Issue

All about DPC: A look inside of drug policy's ISP

What DPC Does: Internet services for reform

The Talented Tech Team: What makes DPC special is the team that comprises it

And more….

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