



Insider



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David vs. Goliath:

David is winning almost ...

The mid-1990s were productive years for reform. DrugSense’s Media Awareness Project began in 1995 as did the Marijuana Policy Project (MPP), one year after Ethan Nadelmann founded the Lindesmith Center (now the Drug Policy Alliance). 1996 saw the passage of medical marijuana initiatives in California and Arizona, with ones pending for Alaska, Oregon, and Washington. What’s a miffed Drug Czar to do? Then-Czar General Barry McCaffrey had to act. His antidote? The National Youth Anti-Drug Media Campaign. Born out of the two-page Drug-Free Media Campaign Act of 1998, the law instructed the Director of the Office of National Drug Control Policy (ONDCP Drug Czar) to “conduct a national media campaign ... for the purpose of reducing and preventing drug abuse among young people in the United States.”

After passage, Congress appropriated \$1 billion to finance the campaign, which an ONDCP press release called "the largest and most complex social-marketing campaign ever undertaken." Not content with a nine-figure annual budget, the Drug Czar integrated a now discredited matching funds scheme overseen by the Partnership for a Drug Free America. Advertisers included NBC, ABC, CBS, Fox, *Newsweek*, *Sports Illustrated*, and other media. To date, expenditures have totaled almost **\$3 billion**: \$1.7 billion allocated by Congress and \$1.22 billion in matching funds.

Despite the enormous investment, the ONDCP has been remarkably unsuccessful compared to similar endeavors undertaken by DrugSense.

For one, the media campaign attempted to create a prohibition-focused web presence with development of *abovetheinfluence.com*, *mediacampaign.org*,

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How We Did It

In 2010, DrugSense celebrates its fifteenth year as *the* backbone of the drug policy reform movement. The year also marks our tenth year of providing web hosting to like-minded organizations through our Drug Policy Central subsidiary. We have developed a myriad of tool and services that have successfully brought the reform message to the media and public.

Considering that we are a mostly-volunteer, virtual organization, people are surprised and delighted to learn about all we have done to advance evidence-based policies on a budget equaling just **0.1%** of the famed, but ineffective ONDCP National Anti-Drug Youth Media Campaign. *Here’s how we did it:*



DrugNews Archive. Our Media Awareness Project (MAP) electronically collects, catalogs, and archives news clippings about drug policy. Each week, approximately 500 articles are added to the archive, most within 24 hours of original publication. The archive now tops **210,000** fully searchable newspaper, magazine, and Web articles on all aspects of drug policy regardless of spin.

Hundreds of volunteers called **Newshawks** work tirelessly to find these news articles from around the world. They forward these them electronically to a centralized collection point. Another group of volunteers called **Editors** place the forwarded articles into the archive, appending data concerning the source publication including the copyright holder, date, author, and physical address.

Please see *How We Did It* on page 2

Our Favorite Weblinks

Site Map

An incredible list of hundreds of links including topics, organizations, regions, writers' resources, and more.

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

Help by Topic

Quick, easy-to-understand instructions concerning how to use DrugSense resources.

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

DrugNews Archive

Over 210,000 newspaper, magazine, and web articles about drug policy regardless of spin.

<http://www.drugnews.org>

DrugNews Advance Search

Find what you need in the DrugNews Archive with our PowerSearch tool that allows searching on any attribute.

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

Newshawk

Want to participate in reforming drug policies? Help us find and store articles in our DrugNews Archive.

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

Bot

Up-to-the-minute listing of worldwide drug policy articles complete with propaganda indicators.

<http://drugnewsbot.org>

Drug Policy Central

Subsidized, low cost web hosting services for drug policy reform organizations.

<http://www.drugpolicycentral.com/>

DrugSense Weekly

Weekly e-newsletter synopsis of the most important drug policy developments in the DrugNews Archive.

<http://www.drugsense.org/nl/>

Focus Alerts

Targeted media campaigns that encourage volunteer response to time critical articles.

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

Media Contact on Demand

Online database of over 30,000 contacts in the media, government and business.

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

Community Audits & Initiatives Project (CAIP)

Locate the language, locale, and media coverage concerning 30 citizen- or student-led drug policy initiatives.

<http://www.drugsense.org/caip>

RSS Feeds

A huge list of RSS newsfeeds. Chose from dozens of topics and geographic areas in a customizable format.

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

The archive has become a powerful information resource, as well as the basis for numerous other projects including letter writing efforts and news feeds for scores of drug policy related groups. It has become a favorite research tool for journalists, students, academics, and activists.



Bot. Offering up-to-the-minute news on 375 separate drug policy topics, this unique spidering system gathers and makes available about 1,000 breaking, drug-related news articles each day.

Drug Policy Central. DPC provides web hosting, e-mail discussion lists, newsfeeds, and technical support to more than 130 like-minded organizations that also strive to reform drug policy.



DrugSense Weekly Each week, twenty articles are selected from the hundreds submitted by NewsHawks to form one of the finest weekly drug policy e-newsletters. The *DrugSense Weekly* has been published for more than 625 consecutive weeks.

FOCUS ALERTS Every other week, a time critical article from a high profile publication is chosen as a Focus Alert, a targeted media campaign to which thousands of volunteers respond. Media outlets like the *New York Times* and *USA Today* regularly print Focus Alert letters. To date, DrugSense has generated over 420 Focus Alerts.

Media Contact On DEMAND! This online database of over 30,000 contacts in media, government, and business, which is updated every six hours, may represent one of the most extensive **free** contact resources available.

Community Audits and Initiatives Project This unique resource contains the language, media plans, and useful links for more 30 citizen- or student-led initiatives that pertain to changing local drug policies.

All of these projects combine to form **online media activism**, the most one of the most effective means of simultaneously influencing the media, educating the public, and giving a voice to the reform of drug policy. Our demonstrated success has kept the ONDCP juggernaut at bay, while advancing sensible reforms.

David vs. Goliath from page 1

theantidrug.org, and freevibe.org. These sites further promoted the campaign’s infamous television ads such those associating drug use with terrorism.

A number of studies found those ads to be ineffective. In 2006, the General Accountability Office concluded that there is “no evidence that the campaign had a positive effect in relation to teen drug use, and shows some indications of a negative impact.”

The websites have also proven to be popular flops. While *abovetheinfluence.com* accrues a reasonable Alexa.com presence, other sites like freevibe.com and mediacampaign.org have barely detectible web ranks.

In addition, the ONDCP funds the Drug-Free Communities program, a greatly expanded version of DrugSense’s Drug Policy Central. It has an annual budget of \$90 million that provides grants up to \$125,000 for local drug free community projects.

With an annual budget of **just \$225,000**, David (DrugSense) has clearly met Goliath (the ONDCP). Amazingly, with recent advances for medical marijuana and demise of the Rockefeller Laws, David appears to be winning almost.

Unfortunately, a drug war armistice has yet to be declared. Medical marijuana is still illegal in 37 states and a bloody drug trafficking war rages along the U.S. -Mexico border. The ONDCP’s 2010 budget for just the Youth Anti-Drug Media Campaign, Drug-Free Communities, and National Alliance of Model State Drug Laws will total over \$160 million. Reform still faces a Goliath-size opposition.

That’s why funding sensible drug policies through DrugSense is more important than ever. We support over 130 local organizations and operate some of the most popular non-profit drug policy websites. David really can defeat Goliath. We proved it. Reform needs the right tools to remain successful. It needs



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- Reddit** – Share content: www.reddit.com
- MySpace** – Befriend: www.myspace.com/drugsense
- Twitter** – Short messaging: www.twitter.com/drugsense



Get the Facts: Drug War Facts

The statistics referenced in this article can be found at <http://www.drugwarfacts.org>

Drug War Facts.

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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:

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

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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.

"Simply put, the smoked form of marijuana is not considered modern medicine. On April 20th, 2006, the FDA issued an advisory concluding that no sound scientific studies have supported medical use of smoked marijuana for treatment in the United States, and no animal or human data support the safety or efficacy of smoked marijuana for general medical use." Source: "Medical Marijuana Fact Sheet," ONDCP <http://www.whitehousedrugpolicy.gov/DrugFact/pdf/MedicalMarijuanFactSheet.pdf>

"Regular marijuana use has been shown to be associated with other long-term problems, including poor academic performance, poor job performance and increased absences from work, cognitive deficits, and lung damage. Marijuana use is also associated with a number of risky sexual behaviors, including having multiple sex partners, initiating sex at an early age, and failing to use condoms consistently." "Marijuana Myths and Facts," ONDCP, http://www.ncjrs.gov/ondcppubs/publications/pdf/marijuana_myths_facts.pdf

"Today, drug gangs from Mexico dominate many aspects of the American drug trade. In the late 1980's, the cocaine mafias turned to long-established drug traffickers along the 2,000-mile Southwest border to help smuggle cocaine across to America. For decades, small-time Mexico-based mafias had trafficked in marijuana and black tar heroin. In the 1980's, thanks to Colombia-based traffickers, they expanded into cocaine and became far more powerful. Paid at first in cash, by the late 1980's, the Mexico-based gangs were being paid in cocaine. And so, they began to carve out their own distribution systems. In the mid-1990s, traffickers from Mexico further expanded into methamphetamine, a market they quickly came to dominate. Starting on the West Coast, they have been rapidly expanding, saturating region after region with this highly addictive drug. Like other traffickers who preceded them, the traffickers from Mexico depend on high levels of violence and corruption." Source: DEA Museum http://www.deamuseum.org/museum_idadea2.html

"As awareness of *Above the Influence* grows, youth attitudes and perceptions about drug use and the importance of remaining drug free have strengthened as well. Results from third-party tracking surveys show that as teen awareness of *Above the Influence* grows, their anti-drug beliefs also strengthen." Source: National Youth Anti-Drug Media Campaign, ONDCP, <http://www.whitehousedrugpolicy.gov/mediacampaign/faqs.html#r2>

In a sea of lies, the truth stands out. These surrounding quotes represent what taxpayers have purchased with the bloated \$400+ million annual budget of the Office of National Drug Control Policy. With funding of less than 0.1% of that amount, DrugSense has successfully countered ONDCP lies with accurate, balanced, and reliable information. We help 130+ organizations do the same. Imagine the debate without DrugSense. Imagine it dominated by the expensive, false, and failed tactics of the ONDCP. Can you think of a better reason to donate right now? DrugSense needs your help. Don't let the ONDCP dominate or reform lose ground. Donate today! <http://www.drugsense.org/donate>

"Despite its reputation as the herb of peace and love— and despite claims that smoking pot is a victimless crime—marijuana and violence go hand in hand. Marijuana trafficking is a big, violent business, whether the plants are grown on foreign soil or cultivated in basements, backyards, and farms in the United States." "Marijuana Myths and Facts," ONDCP, http://www.ncjrs.gov/ondcppubs/publications/pdf/marijuana_myths_facts.pdf

"Industrial hemp has been the focus of official interest in several States. However, hemp and marijuana are different varieties of *Cannabis sativa*, which is classified as a controlled substance in the United States. With Canada now allowing hemp production, questions have been raised about the demand for hemp products. U.S. markets for hemp fiber (specialty textiles, paper, and composites) and seed (in food or crushed for oil) are, and will likely remain, small, thin markets. Uncertainty about long-run demand for hemp products and the potential for oversupply discounts the prospects for hemp as an economically viable alternative crop for American farmers." Source: "Industrial Hemp in the United States: Status and Market Potential" ONDCP, <http://www.ers.usda.gov/publications/ages001e/>

"The Institute of Medicine (IOM) has concluded that smoking marijuana is not recommended for any long-term medical use, and a subsequent IOM report declared that, 'marijuana is not modern medicine.'" Source: What's Wrong with Permitting the Use of Smoked Marijuana?: "Medical Marijuana Fact Sheet," ONDCP, <http://www.whitehousedrugpolicy.gov/DrugFact/pdf/MedicalMarijuanFactSheet.pdf>

"All National Youth Anti-Drug Media Campaign ads go through rigorous qualitative and quantitative testing to ensure messages will be effective when they reach their audiences." Source: "Frequently Asked Questions," National Youth Anti Drug Media Campaign, ONDCP, http://www.whitehousedrugpolicy.gov/media_campaign/faqs.html#ma3

More MAP Stats – Reform Wins!

External Alexa.com Website Statistics – Mid-October 2009

(three month averages)

Organization	Website URL	US [†] Rank	Global Rank	PV /User	Linked Sites	*Total Users /Day	*Total Min /Day
Erowid	erowid.org	3,067	9,719	5.47	3,624	173.6	902.5
ProCon	medicalmarijuana.procon.org	10,710	47,555	8.7	228	34.2	492.7
MAP	mapinc.org	17,093	68,123	10.3	1,128	22.9	354.4
NORML	norml.org	5,980	27,760	2.45	1,878	81.3	284.5
Above the Influence	abovetheinfluence.com	11,408	44,308	2.84	1,069	49.2	162.5
DRCnet	stopthedrugwar.org	34,252	60,874	2.61	1,085	36.5	91.4
MPP	mpp.org	22,699	101,418	1.73	980	24.4	63.4
PDFA	drugfree.org	27,702	77,979	3.33	1,113	26.4	63.3
Drug Library	druglibrary.org	35,221	103,674	1.53	1,584	24.9	37.3
Drug Policy Alliance	drugpolicy.org	51,560	158,654	1.67	1,224	15.0	34.5
DrugSense	drugsense.org	68,311	243,103	2.3	596	8.5	31.5
Cannabis News	cannabisnews.com	48,956	199,451	1.41	410	12.5	22.5
ONDCP	whitehousedrugpolicy.gov	67,536	232,632	1.88	1,983	9.5	17.1
DPC	drugpolicycentral.com	64,664	229,758	1.38	281	10.7	17.1
AntiDrug	theantidrug.com	120,863	315,590	1.8	997	6.8	13.7

[†] The lower the number, the higher the rank among all websites.

* In thousands (000)

All DrugSense sites: 54.6 425.5
All prohibition sites: 66.2 194.1

Quick Facts

Most Minutes Spent on the Website per Day

(Total Min/Day)

MAP

Erowid
ProCon

Most Total Users Per Day

(Total Users/Day)

Erowid

ProCon

MAP

Most Webpages Viewed Per User Per Day

(PV/User):

MAP

ProCon

Erowid

Highest U.S. Rank[†]

(US Rank):

Erowid

ProCon

NORML

These analyses of both internal and external web statistics confirm that DrugSense websites are among the most the most popular in the world. Our flagship sites (in blue above) will together garner more than

seven million unique visitors this year, the equivalent of a major city newspaper. This ranks us among the very top non-profit providers of drug policy information. Web surfers also tend to spend more time on our sites, which is crucial to the public's adoption of our reform message.

Internal Webalizer Usage Statistics

YTD October 3-month moving averages

	Pages	Sites	Visits
MAP (DrugNews Archive, media activism resources)			
Oct. 2008	19,583,201	2,807,516	5,768,035
Oct. 2009	18,882,531	3,291,566	3,807,613
Percent Chg	-3.6%	+17.2%	-34.0%
DrugSense (Portal, DrugSense Weekly, collateral materials)			
Oct. 2008	5,156,136	1,568,033	2,090,012
Oct. 2009	4,896,699	1,522,096	1,508,296
Percent Chg	-5.0%	-2.9%	-27.8%
Drug Policy Central (Bot & client sites)			
Oct. 2008	13,142,619	1,091,438	3,749,883
Oct. 2009	11,659,559	984,902	1,500,612
Percent Chg	-11.3%	-9.8%	-60.0%
All of the above sites			
Oct. 2008	37,881,956	5,466,987	11,607,930
Oct. 2009	35,438,790	5,798,565	6,816,521
Percent Chg	-6.4%	+6.1%	-41.3%

Pages Per Site –YTD October

	MAP	DrugSense	DPC
Oct. 2008	5.5	3.3	12.2
Oct. 2009	5.7	3.3	10.7

But that's not all. For decades, government-sponsored anti-drug websites and media campaigns have outspent reform by 200 to 1. Despite this Goliath-size mismatch, drug policy reform dominates the web. As reform's information hub and host to the websites of over 130 like-minded organizations, DrugSense has been absolutely key to this success, which is now translating into tangible social change.

Data Definitions

MAP Overview Statistics

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

- **Pages:** 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 another site makes a request for a page on the server for the "first time," usually after a specific interval such as 30 minutes.



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When the news breaks, MAP fixes it!

Inside the Insider:

David vs. Goliath: Giant government media campaign falls to reform almost

How We Did It: The tools and tactics that make reform happen

More MAP Stats: The numbers prove it.

And more....

