



ACCOMPLISHMENTS 2011

*DrugSense is a 501(c)(3) educational nonprofit organization dedicated to sensible, evidence-based drug policies and practices. We encourage accuracy in the media via news services from our **Media Awareness Project** and activism in the community via technology services from our **Drug Policy Central**. We help researchers, NGOs, the public, policy makers, and victims of present policies move the debate on drugs toward health, harm reduction and human rights. Since our inception in 1995, we:*

Exceeded **220,000 articles** about drug policy in our [DrugNews archive](#). Approximately 250 articles, regardless of spin, are added each week by dedicated volunteers.

Spidered the Internet 24/7 to collect over **1,000 breaking drug policy news articles per day** via our automated '[DrugBot](#)' web crawler. The 'bot' categorizes content from news sources, blogs, social media, and other web sources by **375 topics including geography, substance, and issue**. Analyzed over time, "Media Measurement by Bot" can trend the tone of media coverage and thereby provide graphic insight into how various drug policy topics are covered. Output can also be configured as a website, hourly mail-back, RSS/XML and ATOM newsfeeds, and a browser-based news-ticker.

Received visitors from more than **125 countries worldwide**. The MAP system has been exported to [Canada](#), the [Netherlands](#), and [Germany](#).

Stimulated over **30,000 published Letters to the Editor (PUB LTEs)** favorable to drug policy reform and generated at least **\$30 million in equivalent advertising value** for reform, all since our inception.

Refurbished the [DrugSense.org](#) website to brand it as **the** portal to regional, state, and local drug policy information, including articles, LTEs, groups, newspapers and citizen-led initiatives.

Established the [DrugSense Blog](#) to meet the drug policy information needs of a 24/7 world and keep our readers constantly informed through special sections like the popular Letter of the Week, Drug Policy Question of the Week, Hot off the Net, and more.

Issued more than **460 Focus Alerts** concerning time-critical articles and issues to which activists respond with letters, phone calls, and direct actions. Publications like the *New York Times* and *Washington Post* regularly print LTEs resulting from these Alerts.

Provided web hosting services to **130+ drug policy organizations**, operated **180+ e-mail discussion lists and forums**, and supplied **newsfeeds to more than 60 websites** via [Drug Policy Central](#), our drug policy ISP, technology, and technical service arm.

Refined our free [Media Contact on Demand](#) database of over **30,000 contacts** in media, government, and business.

Listed in our [Community Audits and Initiatives Project](#) the language, media plans, and useful links for over **30 city ordinances and citizen- or student-led initiatives** that pertain to drug policy reform.

Increased website traffic to over 10 million annual visits on our main DrugSense websites. Over **a half million unique individual visitors** come to these sites each month – they served almost 50 million pages in 2010. This is the equivalent web traffic of a major city newspaper.

Maintained consistent web traffic rankings for our flagship MAP of around **27,000 U.S.** and **100,000** worldwide at [Alexa](#), an organization that tracks popularity of the estimated 128 million global websites. MAP users view more pages (**16+**) and spend more time on site (**22 minutes**) than visitors to any other drug policy reform website. Total "User Minutes" for all main DrugSense websites combined outpace by **4:1** those for prohibition's Youth Anti-Drug Media Campaign sites, despite the U.S. government's annual expenditure of \$70+ million or more to promote them. DrugSense's fiscal budget approximates only **\$200,000**.



RANKING OF SELECTED DRUG POLICY WEBSITES FROM ALEXA.COM

Organization	URL	3 mos US Rank	3 mos Global Rank	Daily PV User	Daily Min Site	Sites Linked In	Daily Percent Reach	Global Site *Users	Total User *Min
Erowid	Erowid.org	3,261	11,132	4.2	4.3	3,172	0.01400%	275.3	1,186.6
MAP	mapinc.org	27,783	117,976	16.0	22.4	927	0.00099%	19.5	436.1
NORML	norml.org	7,821	35,085	2.4	3.2	1,760	0.00548%	107.8	344.8
PROCON	medicalmarijuana.procon.org	15,434	67,687	3.0	4.6	359	0.00265%	52.1	242.2
DRCnet	stophthedrugwar.org	36,515	111,774	1.3	1.9	1,087	0.00206%	40.5	78.1
PDFA	drugfree.org	41,928	150,106	2.2	2.5	1,088	0.00127%	25.0	63.2
MPP	mpp.org	38,867	153,495	1.8	2.2	885	0.00132%	26.0	58.4
Drug Library	druglibrary.org	58,734	150,969	1.7	1.8	1,313	0.00137%	26.9	47.9
ASA	safeaccessnow.org	71,498	186,854	2.8	2.3	443	0.00092%	18.1	41.4
Above the Influence	abovetheinfluence.com	55,140	261,380	2.3	2.8	267	0.00068%	13.4	38.0
DPA	drugpolicy.org	63,187	203,156	1.6	1.9	1,144	0.00102%	20.1	37.8
ONDCP	whitehousedrugpolicy.gov	85,564	286,694	2.0	2.8	1,668	0.00065%	12.8	35.3
DrugSense	drugsense.org	87,691	352,481	2.8	3.8	496	0.00046%	9.0	34.3
MAPS (Rick Doblin)	maps.org	115,088	283,246	1.9	2.2	1,027	0.00066%	13.0	28.2
Yes on 19	yeson19.com	229,834	267,585	1.6	1.6	214	0.00075%	14.7	24.2
Drug War Facts	drugwarfacts.org	97,367	367,331	1.5	2.3	518	0.00054%	10.6	24.2
LEAP	leap.cc	179,897	667,997	2.1	4.7	518	0.00025%	4.9	23.1
Cannabis News	cannabisnews.com	172,384	371,115	1.7	2.2	336	0.00051%	10.0	22.0
Drug War Rant	drugwarrant.com	231,785	441,482	1.2	1.5	203	0.00049%	9.6	14.8
DPC	drugpolicycentral.com	142,933	349,774	1.4	1.2	145	0.00058%	11.4	13.3

DrugSense Sites: 49.9 505.7
Prohibition sites: 51.1 136.5

Notes:

• *Values in '000