

IRC (Internet Relay Chat)

Internet Relay Chat is a little complicated to set up at first. It has a channel (#gayescorts) set up to assist male workers and clients meet. To set up IRC, see:

- mIRC (mirc.com)
- #gayadelaide IRC assistance (gayadelaide.org/assist.html)
- Oz Org (www.oz.org)

Instant Messaging

Like IRC, Instant Messaging requires the download and installation of additional software before it can be utilised. The most popular instant messaging services are:

- ICQ (icq.com)
- Yahoo (messenger.yahoo.com)
- AOL Instant Messenger (aol.com.au/aim)
- MSN (messenger.msn.com)

Having a website

There are a number of options for having a website. If you enter "free website hosting" into a search engine such as Google (google.com) - lots of options - annoying pop-up ads but useful if you are just starting out. Most of the free websites come with tools to help you build a basic website. Some have restrictions of the type of content that can be displayed, such as banning commercial sites or sexually explicit imagery.

Learn how to build a website

If you want to get serious about a website, you can take further steps by learning to use website development tools such as Front Page or Dreamweaver, and by registering a domain name and arranging website hosting (preferably on an overseas server). You can learn about website construction and maintenance at Ngapartji (www.ngapartji.com.au) or check out multimedia courses at your local TAFE or university.

Gaining skills in producing websites and other multimedia applications might also present you with second career options (good for those times when sex work is a bit quiet) – lots of sex workers could make use of your skills! The two areas of work seem to be compatible, a number of sex workers in the US are also website developers.

Online Services Act see (www.efa.org.au)

The internet censorship regime in Australia comprises law and regulation at both Commonwealth and State/Territory Government levels. Commonwealth law applies to content hosts including ISPs, but not to content creators/providers. Under this law content hosts are required to delete Australian hosted content from their server (Web, Usenet, FTP, etc) that is

deemed "objectionable" or "unsuitable for minors" on receipt of a take-down notice from the government regulator. State and Territory criminal law applies to content providers/creators enabling prosecution of internet users for making available material that is deemed "objectionable" or "unsuitable for minors". (As at March 2002, not all jurisdictions had such laws in force, and laws were pending in some jurisdictions, such as South Australia).

Promoting yourself

Once you have a web presence, how do clients find you? The internet is **HUGE** and just because you are there doesn't mean you can easily be found. You can insert information into the code of your website (Meta Tags) so that search engines have a better chance of finding the page. There are many ways to promote your email address or website. You can put your website address on your chat profile, business cards or ads (although not in *The Advertiser* which disallows the publication of web or email addresses). Another alternative is listing with a Escort site such as:

- Male For Male Escort Review (male4malescorts.com)
- Rentboy (rentboy.com)
- Australian Escorts (www.australianescorts.com.au)

Hook Online

Probably the best source of information and resources for male sex workers on the web is Hook Online (www.hookonline.org). It has a number of sections and it is worth spending time exploring this site.

SIN

SIN has an online message board, **SINews** to share information and discuss issues relevant to sex workers in South Australia. Contact SIN sin@chariot.net.au if you would like information on how to participate online.