

## mission statement

HOOK is a national, grassroots organization that seeks to support men who are or were part of the sex industry. By creating positive relationships among sexworkers to enable communication, sharing, and support, HOOK educates male sexworkers, clients, and the general public about the industry—its risks and benefits—to reduce harm and to develop a network of trained sexworker-sensitive service providers and nonprofit programs.

## program vision

HOOK envisions its future as the leading educational, advocacy, and support network for local, national, and international male sexworker populations in order to encourage:

- Dialogue between male sexworkers as guides, friends, and assists in making positive choices for long-term health and well-being;
- Visibility and representation of the needs and issues of male sexworkers within public and private forums, particularly in discussions regarding the social, economic, and personal factors which influence men who choose prostitution or who have no other apparent alternative but to engage in prostitution;
- The creation of a knowledgeable public about the male sexwork industry;
- Sex industry businesses to recognize and adopt harm reduction efforts as a smart and responsible business practice that does not interfere with bottom line profitability;
- Other nonprofit agencies and service providers to communicate the needs of and to serve male sexworker populations in a non-stigmatizing manner.

## brief history

HOOK started in 1998 as a small, photocopied 'zine produced by Founder and Director Shane Luitjens, which brought together writing and artwork from many West Coast male sexworkers to encourage dialogue about issues facing male prostitutes. On September of 1998, HOOK became an online publication ([hookonline.org](http://hookonline.org)), picking up readers all over the world and growing into a semi-annual collection of writings and interviews from men in the sex industry about the industry. HOOK continues to expand beyond the publication by building partnerships with harm reduction and outreach programs throughout the country, as well as with sex industry businesses, and by developing training programs to service providers on how to engage with the issues and needs of male sexworkers. **HOOK is NOT a 501(c)3 non-profit organization.**

### HOOK online

More than five years online, HOOK has become required reading for men (and women) interested in or currently working in the sex industry. Sporting more than 5,000 users a month from word of mouth, HOOK's primary viewers are active sexworkers or those 'curious about the industry', according to surveys in 2001 and 2002. With a new issue every six months in addition to monthly columnists, HOOK also sports guides with directed content and the Ask a Whore FAQ for health and practical information.



### HOOK-up newsletter

Quarterly mailings (in addition to some special event additional mailings) give readers of HOOK the opportunity to get new information, read about some fun upcoming events, and helpful tips - all delivered right to their email inbox. Subscription is free and voluntary. The newsletter has subscribers throughout the United States, including sexworkers and clients. Anonymity of subscribers is respected.



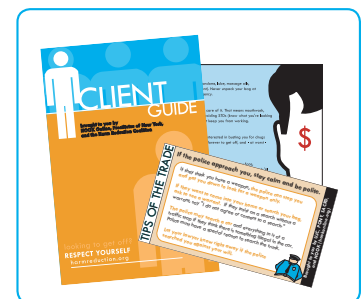
### HOOK:Live events

Special events that bring HOOK readers together in a safe community forum have included a literary late night in Seattle and a post-modern cocktail hour in New York City. Supported by many community organizations and businesses, these events allow users to communicate direct with HOOK Staff and offer direct feedback as well as mingle with others in the business. In addition, education and information are passed out from various programs.



### outreach fliers

Developed as a method of circulating tips of the trade and helpful hints, HOOK's outreach cards have been found all over the world. With titles such as "Working Man's Pocket Guide to Turning Trade" and "The Client Guide", the diverse themes of the cards meet the needs of several populations and represent positive partnerships between HOOK and many non-profit health and education programs including the Harm Reduction Coalition, Adult Industry Medical Health Care Foundation, and many more.



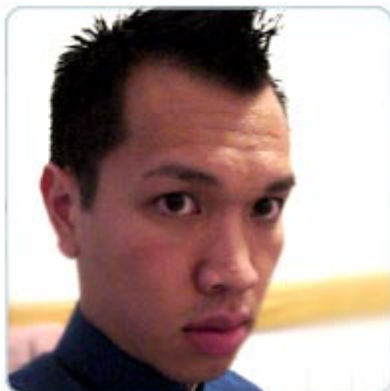
## SHANE LUITJENS : Founder/Director



This 28yo former cornfed Midwesterner retired from a career as escort, bodyworker, and Internet porn model and now hustles as a freelance contractor in addition to directing the HOOK program from Rome, where he lives with his boyfriend. Shane is also an award-winning designer, published writer, poetry editor for suspect thoughts, burgeoning professional photographer, and taking his first ever drawing classes while also sporting several years in the social services industry as an Outreach Specialist and Program Coordinator.

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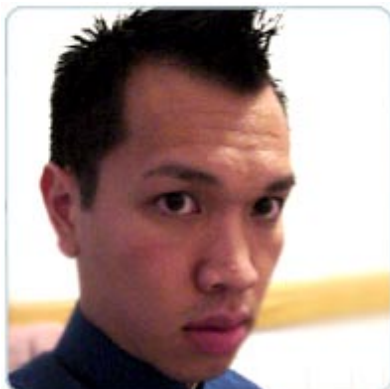
## DANIEL LEE : Managing Editor



Daniel sucks cock best after he's been decently mind-fucked. A former go go dancer/stripper, he is now taking strides to fully develop his inner smut-peddler, but not spending nearly enough time accommodating his bisexual envy. When doing neither things, he can be found in the kitchen cooking his spinster life away or strategizing to achieve his lifelong goal to be both an expatriate and cultural juggernaut by shamelessly promoting himself. Read his funny writing at [www.amateurbastard.com](http://www.amateurbastard.com), his politically-oriented work at [www.spoonfedamerika.com](http://www.spoonfedamerika.com), and saucy sex poems in the anthology, *Take Out: Queer Writing from Asian Pacific America*.

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## MICHAEL DOWNS : Health Programs Manager



Michael, a native of NH now living in Central Massachusetts, has been working in Human Services for 10 years. His knowledge base consists of HIV, STD, Sexuality, health education and mental health, including certification in HIV Counseling and Testing and HIV Education and Outreach. He is also a Certified Sexuality Educator through Planned Parenthood. As a master of sarcasm and wit, this redneck with heart has an addiction to popcorn, a deep-seeded hatred for Michael Bolton, and is available for dating (as long as you love beer and country music).

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