Purpose: Create a podcast about the benefits & challenges to organizing among Sex Workers and then evaluate if listening to that podcast will change behavior of independent Sex Workers.

- Audience generated content
- Web-based horizontal communication
- 43 mil. have created or shared content on the web

<table>
<thead>
<tr>
<th>Blogs - Wikis - MySpace - Flickr - YouTube - Podcast</th>
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<tbody>
<tr>
<td>Expands Social Networks</td>
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<tr>
<td>Collaborative Platform</td>
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<td>Collective Intelligence</td>
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Participants wanted the podcast to be more reflective of the diversity of their community, such as art, photography, culture, group activities, and social organization.

“I’d like to hear positive vision statements about what we want to do…” - Survey participant

While listeners want and need health information, a podcast that does not address other aspects of their work and life is unlikely to be embraced.

What types of info would you like? 
- How to communicate quickly, safely (not being busted) and reliably (trusting the peers involved)

What they liked:
- The music
- Personal stories
- Useful info, Intelligent
- Diversity of guests & Content

What they did NOT like:
- The music
- Sound quality
- Lacked diversity, too long
- More–levity, pictures, art, stories
- 50% did not learn a challenge or a benefit

Survey Results were shared with the audience through a discussion format on Episode 2: Evaluating RenegadeCast, available at the iTunes Music Store & @ www.towtruckpanties.com

What does this podcast need to be more useful in your work? *Personal stories, experiences, tips & lessons learned are great.*

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Key Questions & Activities

1. Will independent Sex Workers/Adult Entertainers with internet access subscribe to a podcast on collective sex work?
2. Will independent Sex Workers/Adult Entertainers be more likely to work in collective sex work as a result of listening to this podcast?
3. What do Sex Workers/Adult Entertainers need or want from a podcast to make it useful in their work?

- Create a Podcast co-produced by Sex Workers
- Create a website to host podcast & other social media activities
- Create an on-line evaluation survey
- Email outreach to 1,500 Sex Workers/Adult Entertainers to invite them as listeners & evaluation participants

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