



# WIDER OPPORTUNITIES FOR WOMEN

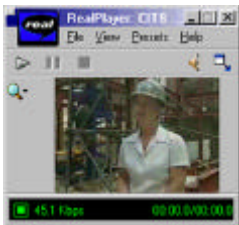
## WORK4WOMEN MULTIMEDIA GALLERY PROJECT

### FACT SHEET

#### WHAT IS WOW AND THE WORK4WOMEN MULTIMEDIA GALLERY?

Wider Opportunities for Women (WOW) is a nonprofit organization that works nationally and in Washington, DC to achieve economic independence and equality of opportunity for women and girls. Through the *Work4Women Multimedia Gallery* ([www.Work4Women.org](http://www.Work4Women.org)) WOW provides photographs, clip art and videos that we compile or create to help employers, unions, training providers, and educators recruit and train women and girls in NTOs.

Nontraditional Occupations (NTOs) help women and girls achieve economic independence. NTOs are high-wage, high-skill jobs in which women represent 25% or less of the workforce. WOW encourages women and girls to consider NTO career options because they usually pay 20-30% more than “traditional” jobs for women, offer excellent benefits and have defined career ladders for advancement. NTOs include jobs in many industries including construction, computer, public service, telecommunications and manufacturing.



#### WHY IS A MULTIMEDIA NTO IMAGE AND VIDEO GALLERY NEEDED?

Through extensive recruitment and training field work nationwide, WOW found that it is essential to use images and videos depicting women working in NTOs when trying to interest women and girls to enter NTOs. WOW encourages employers, unions training providers, educators and career counselors to use images and videos in their recruitment and training materials. The Work4Women Multimedia Gallery project makes these resources readily available online (<http://www.work4women.org/multimedia/multimedia.cfm>).

#### WHY IS YOUR HELP NEEDED?

Unfortunately, limited access to images and video footage depicting women working in NTOs (due to scarcity or expense) often curtails their use in recruitment and training materials and activities.

- **Scarcity**—Photo and clip art stock companies and video catalogs rarely offer images portraying women in jobs that are nontraditional. Since there are so few images and videos, finding them online and in stock catalogs is like searching for a needle in a haystack.
- **Expense**—Often the available images are sold by stock or catalog companies for fees that are too exorbitant for employers and training providers who are on limited budgets.

#### HOW CAN YOU HELP?

##### Photographers and Videographers

- Offer your services in-kind to conduct a photo or video shoot of a woman working in a nontraditional job
- Offer an in-kind donation of an existing photograph or video clip that you own

##### Graphic Artist

- Offer your services in-kind to design a graphic image (e.g., clip art) of a woman working in a nontraditional job
- Offer an in-kind donation of an existing graphic image (e.g., clip art) that you own

##### Women Working in NTOs

- Offer to be photographed or video-taped working
- Offer an in-kind donation of an existing photograph or video clip of you at work

##### Employers and Training Providers

- Offer to permit WOW to photograph or video tape one of your women workers or trainees
- Offer an in-kind donation of an existing photograph or video clip that you own
- Offer to use images and videos of women in your recruitment materials

### Contact WOW to Help

Please contact Camille Inez to learn more about the project or to offer your assistance to help women and girls become economically self-sufficient through nontraditional occupations.

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