BREAKTHROUGH WOMEN

IN SCIENCE & MEDICINE

What is "STEAM"?

STEM + Arts = STEAM This series will highlight the contributions of women within STEAM careers and explore the experiences of women physicians, scientists, engineers, artists, mathematicians, and technology entrepreneurs.

MISSION

This STEAM career documentary project is designed to spark interest, dialogue, and contribute to the advancement of females in STEAM career fields.

The American Medical Women's Association (AMWA), Capital Media Group Inc (CMG) and SchoolTube are working together along with multiple science, technology and healthcare organizations to produce this compelling series of documentary style career biographies for national distribution to public television, local cable networks along with distribution inside U.S. schools and Public and Academic libraries reaching more than 40 million students and 30,000 faculty members.

The documentary series consists of thirty (30) minute episodes produced by award winning independent producers and directors utilizing exceptional storytelling, quality in-depth interviews. CMG's camera crews film each story on-location inside the science research laboratories, the healthcare facilities, and offices of today's breakthrough STEAM pioneers. Each feature story provides our national audience with the experiences each career offers along with historical perspective.

This series will bring attention to the vital contributions of women in STEAM careers and explore the personal experiences of these important women.

The impact and contributions these women are having need to be celebrated, documented, and archived. Please join us in supporting this landmark educational series.

DISTRIBUTION

This documentary series will reach a large U.S.viewership and a targeted audience of educators, community leaders, students, advocates, and policymakers.

CONTENT

CMG is working with a variety of media distribution channels such as local TV broadcasters, in-the-classroom instructional applications and academic and public library media resources.

NETA

National Educational Telecommunications Association:

Public Television is the No. 1 source of educational media content for class-room ready digital learning experiences to engage students. In a typical month, PBS attracts nearly 15 million unique viewers across PBS stations, PBS App, and PBS OTT platforms.

CMG will also share this series with local broadcast servers for TV program directors to license content in 9 of the top 10 MSOs, and over 100 cable & telco TV operators delivering local programming to over 50 million households nationwide.

This series is also distributed through academic publishers representing over 70,000 K-12 schools classrooms and multimedia platforms inside 26,000 Public & Academic libraries in 150 countries reaching 40 million students and faculty members each day.

PROGRAM FORMAT

General Audience: Ages 10+, All Ethnicities
Run Time: 26 min 46 seconds
Closed Captioned: Yes
National / International Distribution

GRANT SUPPORT

All financial supporters will be identified through Public Television compliant video billboards and credits. The video billboards meet public television standards and are displayed at the open and close of the documentaries.

SERIES RATIONALE

In March 2017, the Office of the Chief Economist (OCE) released the first in a series of reports updating and expanding our previous work examining the science, technology, engineering, and math (STEM) workforce. These ongoing reports include research done by OCE and key findings are as follows:

Women filled 47 percent of all U.S. jobs in 2015 but held only 24 percent of STEM jobs. Likewise, women constitute slightly more than half of college educated workers but make up only 25 percent of college educated STEM workers.

Women with STEM jobs earned 35 percent more than comparable women in non-STEM jobs — even higher than the 30 percent STEM premium for men. As a result, the gender wage gap is smaller in STEM jobs than in non-STEM jobs. Women with STEM jobs also earned 40 percent more than men with non-STEM jobs.

While nearly as many women hold undergraduate degrees as men overall, they make up only about 30 percent of all STEM degree holders.

Overall, women with STEM degrees make up about 20 percent of all STEM-degree holders working in STEM jobs. About 40 percent (3.1 million) of men with STEM degrees work in STEM jobs, whereas only 23 percent (0.8 million) of women with STEM degrees work in STEM fields. While the share of such men has held steady since 2009, the share of women with STEM degrees who choose STEM occupations has fallen from 26 percent.

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