



**DANGER:WOMEN AT WORK**

*FROM ROSIE THE RIVETER TO THE WOMEN OF TOMORROW...*

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FORMAT: 60-minute TV | In-depth | Day-In-The-Life | Interview | Documentary

GENRE: Feminism | Business | Aspirational

AUDIENCES: Women & Girls

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## Log Line

Imagine if the virtual spirits of Mike Rowe and Germain Greer had met and procreated, these women might just be the result. Think “[Dirty Jobs](#)”® meets Feminism at its finest. There’s no shame in hard work. Even if you’re a chick.



Leeann Johnson is a haul truck driver in Nevada. Courtesy Chris Crisman Photography

### PROOF OF CONCEPT:

[Women can make good Ca\\$h for HARD WORK](#) in the construction industry.

[Quick Take: Women in the Automotive Industry.](#)

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Although Women Are Almost Half of the US Labor Force, They Represent Fewer Than One-Quarter of the Automotive Workforce. Women of color made up a fraction of employees in the motor vehicles and motor vehicles equipment manufacturing industry:

- Black women: 5.6%.
- Asian women: 1.8%.
- Latinas: 3.0%.
- Specific occupations in the automotive industry are male-dominated. In 2020, women represented:
  - 17.9% of automobile dealers.
  - 9.9% of automotive repair and maintenance employees.

Sian Beilock, "[Research-Based Advice for Women Working in Male-Dominated Fields](#)," *Harvard Business Review*, February 13, 2019.

Harvard Business Review, "[When You Work in a Male-Dominated Industry](#)" (December 9, 2019).

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**Heather Marold Thomason, butcher and owner of Primal Supply Meats in Philadelphia, Pennsylvania.** [Courtesy Chris Crisman Photography](#)

RESEARCH AND PROOF OF CONCEPT:

[Quick Take: Women in the Automotive Industry.](#)

*Quick Take: Women in Energy—Gas, Mining, & Oil.*

[Quick Take: Women in Science, Technology, Engineering, and Mathematics \(STEM\).](#)

Sian Beilock, "[Research-Based Advice for Women Working in Male-Dominated Fields,](#)" *Harvard Business Review*, February 13, 2019.

Elliot Bentley and Soo Oh, "[What 'Women's Work' Looks Like Now,](#)" *The Wall Street Journal*, October 14, 2019.

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**Mindy Gabriel.** Courtesy Chris Crisman Photography

Harvard Business Review, "[When You Work in a Male-Dominated Industry](#)" (December 9, 2019).

Book: Women's Work by Chris Crisman

<https://www.amazon.com/exec/obidos/ASIN/1982110376?tag=simonsayscom>

Only 3.5% of firefighters are women.

<https://www.insider.com/male-jobs-women-underrepresented-numbers-2019-8>

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**Nancy Poli.** Courtesy Chris Crisman Photography

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**Carol Warn.** Courtesy Chris Crisman Photography

2. Mariela V. Campuzano, "[Force and Inertia: A Systematic Review of Women's Leadership in Male-Dominated Organizational Cultures in the United States](#)," *Human Resource Development Review* (2019): p. 2.
3. Ariane Hegewisch and Adiam Tesfaselassie, [Fact Sheet: The Gender Wage Gap by Occupation 2018 and by Race and Ethnicity](#) (Institute for Women's Policy Research, April 2, 2019).
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**Christina Burris.** Courtesy Chris Crisman Photography

Christina Burris is a brewer and operations manager of St. Benjamin's Brewing in Philadelphia, Pennsylvania.

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[Inertia: A Systematic Review of Women’s Leadership in Male-Dominated Organizational Cultures in the United States,” \*Human Resource Development Review\* \(2019\): p. 2.](#)



**Beth Beverly.** Courtesy Chris Crisman Photography

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**Mira Nakashima.** Courtesy Chris Crisman Photography

Mira Nakashima is a designer and woodworker at George Nakashima Woodworking in New Hope, Pennsylvania.

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**Kris Alvarez.** Courtesy Chris Crisman Photography

Kris Alvarez is a senior geologist at Round Mountain Gold Mine in Nevada.

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**Jordan Ainsworth.** Courtesy Chris Crisman Photography

**Jordan Ainsworth is a mill operator at Round Mountain Gold Mine in Round Mountain, Nevada.**

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“[As Women Take Over a Male-Dominated Field, the Pay Drops,](#)” *The New York Times*, March 18, 2016.

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Women are still underrepresented in construction work. Beбето Matthews/AP

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