

WOMEN IN TRADES, KOOTENAY COUNCIL
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Castlegar, British Columbia
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14 January 1984

Re: Slide/Tape Presentation, "What Happens To Women In Tradesland"

"What Happens To Women In Tradesland" was conceived and developed by WOMEN IN TRADES, KOOTENAY COUNCIL, and produced by Kem Murch of the Women's Workshop in London, Ontario. It was originally created as a component part of the seminar, "The Workplace In Transition: Integrating Women Effectively".

Designed to assist trade school instructors, job stewards, foremen, employers and employment counsellors, it is also an extremely useful educational tool for students at the Junior High or High School level exploring career options. Written and produced by tradeswomen, it gives a clear and honest representation of women's experience in these fields, both the positive and negative aspects.

The slide show comes with a discussion guide to assist teachers or counsellors to explore the issues that can arise from men and women working together in the trades and technology workforce. The focus is on cooperative solutions and can lead to some interesting and productive discussion.

If necessary, a preview copy is available from the above address. We think you will find this a useful tool in a variety of settings. We look forward to hearing from you in the near future.

With good feeling,

Sally Mackenzie

Sally Mackenzie

for

WOMEN IN TRADES, KOOTENAY COUNCIL

SM/MB
enclosure

INTRODUCING. . .

WHAT HAPPENS TO WOMEN IN TRADESLAND

-- AN AUDIO-VISUAL
PRESENTATION

Women's participation in the trades and technology workforce is growing.

According to Statistics Canada, 100,000 more women were employed in trades across the country this year than there were six years ago.

"WHAT HAPPENS TO WOMEN IN TRADESLAND" is a slide-tape presentation that presents an overview of the experience of working in trades and technology jobs from a woman's point of view.

It is presently the only audio-visual presentation in Canada created to address a primarily male audience on the subject of integrating women into the trades and technology workforce. Although women can and do benefit from viewing and discussing the show, the material has been specifically designed to focus on issues which have been identified by tradeswomen, in terms and style easily understandable by their brothers on the job or in the classroom.

This slide show presents some solid information about a subject often confused by myths and misunderstandings. As the material can generate feelings and questions that would be useful and important to address, a discussion guide has been developed to assist facilitators in responding to these questions.

BACKGROUND

"WHAT HAPPENS TO WOMEN IN TRADESLAND" was developed by Women in Trades, Kootenay Council, in conjunction with a seminar, The Workplace in Transition: Integrating Women Effectively, and was designed to assist employers, job stewards, trade school instructors, foremen and employment counsellors in dealing with the issues involved in women's increasing participation in the trades and technology workforce. It is also useful for:

- mixed high school guidance classes
- pre-trades courses for women
- personnel managers
- union groups.

The slide show development and the seminar project were funded by:

- B.C. Provincial Council of Carpenters
- Canada Employment and Immigration Commission
- Carpentry Apprenticeship Joint Board
- Secretary of State
- B.C. Human Rights Commission.

Additional funding for the slide show was provided by the B.C. Ministry of Labour Women's Office.

AUDIENCE

People who have seen "WHAT HAPPENS TO WOMEN IN TRADESLAND" have said it provides

- for men:
- information about how women feel and react on the job in a way that men can understand
 - role models of women doing a variety of trades and technology work
 - real information and experiences that, once named, give people a handle by which to think and talk about the issues (e.g. how to respond, what really happens, what to do about it)
- for women:
- a greater variety of role models
 - broadened horizons and career aspirations
 - the obstacles and the reasons for overcoming them, laid out in a straightforward manner
- for mixed groups:
- role models of women doing a variety of trades and technology work
 - concrete information about women's experience in these fields
 - identification of the myths, obstacles, and the reasons for overcoming them
 - assistance in perceiving a more realistic picture
 - assistance in dealing more creatively with these issues in the future.

"WHAT HAPPENS TO WOMEN IN TRADESLAND" audio-visual presentation c 1983

- includes: carousel of 118 colour slides
synchronized audio tape
a discussion guide for facilitators
handouts & resource material
- running time: 16 minutes
- price:

	SLIDE-TAPE	VIDEO (3/4" or 1/2" VHS)
single copies --	\$275 each	\$225 each
5 or more --	\$230 each	\$205 each
10 or more --	\$200 each	\$185 each
- available in English or French from:
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Box 3651, Castlegar, B.C. V1N 3W4
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