



Despite tremendous gains in the workforce, women, and particularly women of color, remain underrepresented within Science, Technology, Engineering and Math (STEM) fields. Women in Science Profiles (WiSci files) is a series of six, two to four-minute videos and interactive virtual chats with local women scientists aimed at inspiring young women to enter careers in the captivating world of science.

WPSU will take viewers into the lives of local women working in STEM fields, giving them a glimpse into a variety of career options and sharing information about their career paths, personal struggles and triumphs. The series will broadcast on WPSU and then be available on our YouTube channel and the project website. In addition, we will use Facebook Live and Periscope to connect local K-16 students directly with scientists and engage with them in half-hour to one-hour interactive chats. The chats will allow students throughout our viewing area and beyond to communicate directly with each scientist and pose questions in real time. WiSci files will target diverse audiences and feature women scientists from a variety of backgrounds and fields.

Although the project's primary focus is local, hosting the videos on the web and having interactive chats that are open to the public mean its impact can be national and international in scope. We will engage with schools across the WPSU viewing area to use, share, and promote the videos and as a way to garner participants for the chats. The project will have a robust social media presence, and we will develop relationships with existing groups interested in supporting diversity in STEM. As we have successfully done with past web series like [Geospatial Revolution](#), we will use our existing social media networks and build on the social media of our partners to create anticipation for the release of each video and chat.

In addition to educating and inspiring students who view the videos, WiSci files is designed to do the same for the students who participate in the production process. Undergraduate and graduate students at Penn State will play an integral role in the production and outreach of the videos and chats. They will work with Senior Producer Cheraine Stanford to create all of the project elements and to manage our social media. The students will also create their own multi-media pieces for the project's website.

We know the impact that media can have on the lives of young people; we intend for WiSci files to help inspire the next generation of scientists who can change the world.

The videos and chats are slated to launch January 2017 but we will begin our social media outreach in Fall 2016. Follow and like us on social media @wiscifiles.

*For more information: Cheraine Stanford, WPSU Senior Producer (814)867-1390, cps13@psu.edu*