



At the present rate of change, it will take nearly a century to achieve gender parity, a timeline we simply cannot accept.

Many women battle a bias that is eroding their ambition. There are mountains of research that reveal women start out their careers with more ambition than men, but as soon as 2 years out of college women's confidence and ambition plummets by over 60%.

These declines came independent of marriage or motherhood status. And, this phenomenon affects women across professions.

Why the dashed expectations?

Pioneers in Skirts is an impact documentary that addresses the stereotyping and sexism that can chip away at a woman, hurt her potential, and make her feel like she must re-think her dreams.

**Join us in changing these realities for women**

Run time: 60 minutes | Subtitles: English, Spanish | Who's in the film: [pioneersinskirts.com/featuring](http://pioneersinskirts.com/featuring)

Watch the trailer: [vimeo.com/386090624](https://vimeo.com/386090624) | Screening license: [host-a-screening-application](#)

Invite the filmmakers: [pioneersinskirts.com/speakers](http://pioneersinskirts.com/speakers)



## A movie about ambition

Pioneers in Skirts is a multi-award-winning feature documentary about the issues that affect pioneering ambition and the ongoing effort to achieve gender parity in our culture.

*This engaging socially conscious documentary discusses how today's women & girls experience and combat stereotyping in their lives. In an inspiring portrait of perseverance and determination, director Ashley Maria shares her personal story of her journey in Hollywood while also following the journey of 3 robotic team members and their fathers as well as a young mother - all while traveling the U.S. to investigate solutions.*



## FUEL FOR ACTION -- GLOBALLY

Audiences connect with issues on an individual basis, experiencing a broadened perspective of what's really happening around them, and are motivated to re-evaluate the world and their place in it.

After viewing this powerful documentary, the most common question people ask is, **"what can I do?"** That is why we work with screening hosts to initiate post-screening discussions with the audience to help them learn more from each other about what is happening locally, help them share their emotions and feel supported, and learn about the solutions they can apply in their lives.



### IT STARTS WITH A SCREENING

The Pioneers in Skirts team works with venues, producers, promoters, and groups to bring the screening to a community, company or school. Each screening is unique. Our screening kit empowers hosts to adapt each screening to fit their environment and culture.

### HAVE MEANINGFUL CONVERSATIONS

Once the film has screened, audiences engage in progressive discussions about what people can do right now to impact positive change within the culture they live, work, or learn in. These events spark more conversations that lead to action.

### WE CAN SHARE BEHIND THE SCENES STORIES

Have you ever wondered what it's like to make a documentary that took the crew across a country in search of an answer to a really BIG question - *What will it take for women to achieve their career dreams?*

Would you like your audience to experience an authentic understanding of what ambitious women and girls are up against? When you invite [Director Ashley Maria](#) and [Producer Lea-Ann W. Berst](#) and others from the film to speak at your event, they get up close and personal when speaking with large and small audiences.

From keynote to panel participation to audience Q&A chats, the filmmakers share empowering stories and offer the strategies they have personally learned along their journey of making Pioneers in Skirts.

*This is one of the most insightful documentaries that I have seen on the subject of inclusion. It gets to the heart of the issue with compassion and understanding.*

*Elsa Cole, EIT*

*Pioneers in Skirts has such a compelling narrative that you can't help but encourage families with children to watch, listen, learn and engage in meaningful discourse about how we treat one another knowingly and unknowingly.*

*Len Shneyder, Father*

# PIONEERS IN SKIRTS

## a movie about ambition

### HOW IT ALL WORKS

#### Step 1

Book a movie screening online or in-person or both.

Book a filmmaker to help encourage conversation; keynote, panel, Q&A

#### Step 2

Give them an experience. Build upon the empathy and knowledge that viewers receive as a result of watching the film.

How are others creating that experience?

a) Filmmaker **custom keynote** → on-demand screening starts → mid-way conversation → screening ends

or

b) **Speaker panel** → on-demand screening starts → mid-way promotion of viewer feedback to drive up more attendance → screening ends

or

c) A **tailored intro video** plays as the prelude of each on-demand screening → mid-way promotion of viewer feedback to drive up more attendance → screening ends → **post-screening conversation**

or

d) Share a **custom filmmaker video promo** to drive up excitement → on-demand screening starts → **mid-way conversation** → screening ends

#### Step 3

Audience follow-up.

1) Remind everyone to complete the movie **impact survey** to remind them of what they learned from the film

2) Update the audience on **what the organization is doing** to resolve issues brought up during the conversation.

3) **Schedule regular programs** throughout the year to address relevant topics.

#### YOU CAN...

- Tailor the filmmakers' participation to what you need. We can even **showcase existing and/or deleted scenes** from the film during the keynote or panel discussion to highlight your specific topics.
- Prioritize the **additional subtitles** we're currently working on in order to reach more of your audience.
- Book a **student screening** in addition to your own screening (Large Company hosts receive 1 FREE student screening)
- Participate in the **Pioneers in Skirts Impact Relay** and be part of something bigger.
- Choose from **5 ways to watch the film:**
  - on-demand from our website (typically during a 2-day streaming window)
  - in-person at a venue
  - both in-person AND on-demand for those who cannot attend your event in person
  - LIVE 60-min viewing on Zoom with interactive chats, and post-screening dialog with the filmmakers
  - on-demand at our Virtual Cinema on Vimeo (for individual home viewing)
- Offer your audience Pioneers-branded **promotional give-away items** to help bring the "Pioneer for Change" experience to life!