

# Package 119

Type: Radio spots

2021

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**Radio spots on women in non-traditional technical and vocational education and training**

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**Notes to broadcasters**

Over the years, the Technical and Vocational Education and Training (TVET) sector in Ghana has been male-dominated, with few opportunities for young women. But recently, there have been opportunities that women can tap into to earn higher incomes—just like their male counterparts.

These radio spots focus on the following topics:

1. Funding opportunities for training
2. Benefits of employing women
3. Employment opportunities
4. Choosing a skilled career after high school
5. ICT careers for women
6. Internship and job opportunities
7. Dealing with parental biases
8. Extreme family stereotypes against females
9. Unacceptability of men’s behaviour
10. Reasons for poor enrollment
11. Role models boost women’s interest in skilled careers

The spots vary in length from 30-60 seconds and can be played multiple times during programs and throughout the programming schedule to educate parents, young women, and the general public about the opportunities available for women with TVET.

**SPOT # 1: Funding opportunities for training**

**NARRATOR:** Did you know that there are funding opportunities for young women who want to be trained to pursue non-traditional technical careers?

There are opportunities and jobs for women as engineers, surveyors, architects, technicians, and machinists. And also as artisans and tradespersons in sectors like construction, oil and gas, mining, manufacturing, energy, electronics and automation, automotive, ICT or information and communication technology experts, and many more.

Soyoung women, the time to take advantage of these funding opportunities is now!

Visit the nearest district office to find out more about the Technical and Vocational Education and Training programs available.

Make the move and become skilled in the TVET occupation of your choice.

**SPOT # 2: Benefits of employing women**

**NARRATOR:** Women!!

Didyou know that you are awesome, and that you constitute the majority of the world’s population?!

Employers who discriminate against employing women in non-traditional technical professions such as engineers, architects, surveyors, technicians, machinists, artisans, or tradespersons cause more harm than good to the economy.

When women are empowered economically, household poverty is reduced, child welfare is enhanced, and the national economy gets a big boost.

So women arise!!!

Speak out, support each other, and enroll in career training.

**SPOT # 3: Employment opportunities**

**NARRATOR:** Women!

Did you know thatfirms are now hiring women for non-traditional technical or TVET occupations like electrical engineering, automotive mechanics, solar installation, auto-electrical, welding, and fabrication, just to mention a few?

So rise up and break the gender barriers to such occupations!

Support each other and share success stories to encourage more women in non-traditional occupations.

**SPOT # 4: Choosing a skilled career after high school**

**NARRATOR:** Are you a young woman who has completed Junior High School, Senior High School, or university?

Do you want to pursue a technical or vocational education?

Do not pay attention to negative perceptions. Go for it!

Women in non-traditional technical or TVET occupations are a great source of inspiration and are admired by many, especially the youth!

Such women are seen as brave and independent.

So, young women—rise up to the challenge and take up skilled careers in non-traditional occupations.

**SPOT # 5 ICT careers for women**

**NARRATOR:** Hey!! Young women, persons with disabilities, and poor young urban women, now is the time to join the ICT sector! ICTs offer unprecedented opportunities for employment and investment.

Every sector of the economy is dependent on ICTs to efficiently deliver services. So the demand for ICT skills is increasing rapidly.

With the rising number of start-ups and micro, small, and medium-sized enterprises, you can enroll in trainings or courses in IT hardware installation and repair works for computers, phones, drones, photocopiers, musical instruments, and many more. This can lead to employment as ICT is now key in every company.

The ICT industry needs people for software development, programming and coding, networking and IT technicians, computer assembly, graphic design, installation of digital TVs, and CCTV security cameras.

Wise up, women, and enroll in the ICT training of your choice.

**SPOT # 6: Internship and job opportunities**

**NARRATOR:**

Women!Did you know that there are internship opportunities for you as well as jobs in corporate institutions?

Most TVET institutions are well connected with formal institutions and industry associations that can employ you.

Non-traditional TVET industry employers are also ready to hire young women with certificates.

So why not join a skilled career training program and pursue your dream job?

**SPOT #7 Dealing with parental biases**

**PARENT:** Abena, my daughter, now that you have completed senior high school, what is your occupational or educational plan? I think that a career in nursing or secretaryship will suit you perfectly.

**DAUGHTER:** No, mum/dad. My dream is to become a professional glass or aluminium fabricator. The National Vocational Training Institute or NVTI has training programs in these occupations and I want to enroll.

**PARENT:** Abena, my daughter, you know these fields will not suit you. These are male-dominated occupations and I doubt you will succeed. People might call you a tomboy.

**DAUGHTER:** ButI know three girls who are learning these trades. They are doing well and I think I can also do it.

**PARENT:** (HESITANTLY AT FIRST) Well, I still think being a secretary is better … but if you insist, we will support you.

**DAUGHTER:** Thanks for the support and don’t worry. I will be very successful and make you proud.

**SPOT # 8: Extreme family stereotypes against young women**

**NEIGHBOUR:** Did I hear that you are disowning your daughter because she decided to pursue a career in auto mechanics?

**PARENT:** Yes, I did. Why should my daughter pursue such a male job? She might end up jobless. No company will employ a woman mechanic unless she starts her own shop. Even then, she will not get contracts.

**NEIGHBOUR:** That’s where you have it wrong. Haven’t you heard that more companies are employing women in so-called male jobs? Women are doing as well as men and earning a lot more to support their families. There is absolutely nothing wrong with that. Let her pursue her dream.

**NARRATOR:** (SHORT PAUSE)Attitudes towards women are changing and industry is ready to hire women in non-traditional jobs.

It’s time to support your daughters, wives, and other women who want to follow their dreams and earn a good living.

**SPOT 9**: **Unacceptability of men’s behaviour**

**WOMAN 1**: Eiii Abena, I guess you are enjoying the auto mechanic job at your new company because you seem not to have time to meet these days.

**WOMAN 2**: You have no idea the kind of intimidation I have to put up with every day at work. Either the drivers will not allow me to work on their cars because I’m a woman, or my supervisor reduces me to just minor tasks. I practically do nothing at work.

And you wouldn’t believe the name that my male colleagues call me: tomboy. There is also one man who takes every opportunity to “hit” on me.

**WOMAN 1:** This is bad. I will advise you to believe in yourself, have confidence, and develop a thick skin to these attitudes. That will help you survive. But always remember that it’s the men who have to change your behaviours, not you. What they’re doing is unacceptable!

**NARRATOR:** These and other forms of male intimidation and harassment women face at work are unacceptable!

**SPOT # 10: Reasons for poor training enrollment**

**TEACHER:** Students! Why don’t more young women enroll in non-traditional TVET training or apprenticeships?

**STUDENT 1:** Because people think that these trainings and apprenticeships are for men and that women have no chance of succeeding. Also, there is no financial assistance for women.

**TEACHER:** Correct. Can anyone think of other reasons that prevent young women from enrolling?

**STUDENT 2**: Calling ladies in these fields tomboys and the lack of support for childcare and other family duties are major reasons.

**NARRATOR:** Young women who train for technical occupations need financial assistance—just like men! We need to stop penalizing women for having children. We must help them re-enter education and work after childbirth.

**SPOT # 11: Role models boost women’s interest in skilled careers**

**TEACHER:** Students, meet our role model for the week. Her name is Linda, and she’s a successful 38-year-old contractor. Linda owns a lot of estate houses and employs over 300 men and women.

**FEMALE STUDENT 1:** Wow!!! How have you been so successful in such a male-dominated occupation?

**LINDA:** First of all, I was determined. I didn’t allow anybody to discourage me right from the time I started an apprenticeship program with National Vocational Training Institute until I got a job with one of the best construction firms. Then later I started my own business.

**FEMALE STUDENT 2:** I guess you don’t have a family yet—otherwise you wouldn’t be this successful.

**LINDA:** I do have kids. Apart from my own perseverance, the support I received from my immediate family also helped.

**FEMALE STUDENT 3:** I never knew women could succeed in fields like this. This means young women like me can also succeed in skilled careers when we have passion and determination!

**Acknowledgements**

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