

INFORMATION PAPER

SAPA-ZDA
31 May 2017

SUBJECT: DACOWITS RFIs for June Quarterly Business Meetings

1) **PURPOSE.** To provide response to question 1, “The Committee requests a written response from the Military Services and SOCOM on progress that has been made in this regard, to include changes made to incorporate gender neutral language on Service branch controlled webpages, social media, recruiting outreach, retention outreach, training materials and other Service branch verbal and non-verbal environments to encourage recruitment, retention, and lateral moves into the combat roles opened to women since December 3, 2015.”

2) **RESPONSE.**

a) **Public Affairs (web pages, social media).** We thank DACOWITS members for interest in and research of Army news and visual information products. Coverage of Army women serving in nontraditional roles continues to expand but we recognize there are opportunities to do more. In addition to the Committee’s analysis of online images depicting women in non-traditional roles, other factors impact the level of coverage women receive on official Army PA channels. The Army Office of the Chief of Public Affairs’ Digital Media Division (DMD) manages the daily operations of the U.S. Army’s official platforms including the flagship website Army.mil, and official social media presences on platforms such as Facebook, Twitter, Instagram and YouTube. Diversity and gender neutral language are factors considered and included in daily editorial decisions when choosing what to publish on the platforms. These factors are also heavily considered and applied when developing graphics, videos or other types of products intended to accurately depict today’s Soldiers. DMD also provides direct support to executing strategies developed for key observances such as Women's History Month or special focus areas such as “Soldier 2020” or gender integration content (Bugle Calls). DMD manages a content management system with a community of 2,500 public affairs officers from across the Army. These PAOs regularly use this system to submit and share stories that often include women Soldiers, and DMD regularly features these stories on the Army’s website. DMD also manages a “Women in the U.S. Army” microsite that is dynamic and regularly updated with stories and media about women Soldiers. DMD also coordinates with a network of Army-wide social media managers to collaborate on social media content about women Soldiers. This includes recently providing the field with engaging content and messaging about the important role and value women Soldiers bring to the force during Women’s History Month. Lessons learned from previous initiatives integrating women into non-traditional roles shaped current execution and public affairs guidance. Commanders, drill sergeants and students (men and women) across TRADOC’s Combined Arms Center (CAC), noted that women Soldiers preferred to receive recognition (including PA or media coverage) based on achievements amongst their peers rather than as the first woman completing training or entering an occupation. The resulting guidance directs the Army to treat recruits and Soldiers equally based on objective standards and maintains a “respond to query” posture for women qualifying for combat arms. The guidance ensures public affairs news-worthiness is based on Soldier merit rather than gender. **Attachment 1** offers examples of articles addressing diversity issues appearing in Army professional journals.

b) United States Army Recruiting Command (recruiting outreach). The USAREC Public Affairs Office does not execute recruiting outreach efforts, as those efforts are executed through the Army Marketing Research Group and USAREC G-79 Marketing Outreach coordination. See **Attachment 2** for a sample of products AMRG developed to highlight diversity. Since opening combat arms to women, TRADOC coordinated more than 40 local, regional and national media engagements focusing on integration efforts. TRADOC highlighted many of the stories on official social media accounts as a standard practice. See **Attachment 3** for examples of these efforts.

c) Human Resource Command. HRC has incorporated gender neutral language on Service branch controlled webpages and social media sites. From a retention standpoint, HRC informs the field of opportunities for officers and enlisted to reclassify—officers through Voluntary Transfer Incentive Program and enlisted through an exception request (advised on website through MILPER). The HRC website posts mostly text. HRC images are in web news/social media highlighting HRC and Army initiatives and have included articles discussing gender integration to include CPT Griest, an IMA Soldier as the first woman to complete ranger school and other Army news coverage shared.

d) U.S. Training and Doctrine Command. DoD issued the “Writing Style Guide and Preferred Usage for DoD Issuances” on April 6, 2017 that recommends the use of terms consistent with a “gender neutral” intent. PA writing style is based on the Associated Press Style Guide as an industry standard. Also, PA practitioners are taught to consider diversity when planning annual production calendars (e.g. Women’s history month).

3) DISCUSSION .The first integrated one-station unit training class for infantry and armor graduated May 19, 2017, which has limited options for photos of women in nontraditional roles in the Army to date.

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