

## **RFI #1 GENDER INTEGRATION**

1. The Air Force Recruiting Service makes a concerted effort to include images of women on its public facing recruiting website, AIRFORCE.COM, and in all our advertising materials. In January 2016, AFRS redesigned AIRFORCE.COM to make it function better in a mobile environment and in the process, updated many images featured on the website. In May 2017, AFRS conducted an extensive review of all still images and videos on the website to evaluate the depiction of women. The review found that 52% of all images and videos with people on AIRFORCE.COM featured women and 14% of the images showed a single female as the sole subject in the image/video. The detailed results are shown below:

Images w/people	Occurrences on AIRFORCE.COM	Images with women	%	Images with women alone	%	Women in “non-traditional” roles	%
Photos	346	142	41	81	23	4	1
Videos	766	438	57	79	10	66	9
Totals	1,112	580	52	160	14	70	6

Although the number of images/videos with women in “non-traditional” roles has improved since the DACOWITS audit, we believe the DACOWITS definition of “non-traditional” roles (holding a gun or rifle; operating heavy machinery or equipment; working while wearing combat gear (i.e. helmet, goggles, tactical vest); and servicing as a firefighter or drill instructor) is not indicative of the many jobs in the Air Force that are not traditionally filled by women in the private sector. For example, FAA records show that only 6.6% of all commercial pilots are women. By most standards, that would suggest a pilot is not a “traditional” role for women. However, an image of a woman pilot in the Air Force, even a fighter pilot without her helmet, would not be reported as non-traditional role for the purpose of this image audit. In the Air Force, there are a number of jobs that by most standards are not traditionally filled by women, yet don’t require the member to wear a helmet, goggles or vest, or carry a weapon. Examples include Security Forces Dog Handlers, Air Battle Managers, and Airborne Linguists all of whom perform in-theater combat missions that most people would consider non-traditional roles for women.

AFRS also believes limiting the evaluation of images to pages that are one click away from the home page is not applicable for today’s digital environment. The majority of site visitors come to AIRFORCE.COM from organic search allowing visitors to enter the site on different landing pages based on the search terms used. For example, someone searching for “Air Force careers” might enter the site directly on the Careers page of AIRFORCE.COM, not the root home page. Most advertisements also contain links to specific landing pages within the site, not the root home page. In the case of AIRFORCE.COM, the site also delivers different images to visitors based on their behavior on the site, so no two experiences are exactly alike. Finally, limiting the audit to still images excludes 69% of the visual content on AIRFORCE.COM. Videos are the primary means of telling a story and 57% of the videos on AIRFORCE.COM include females.

AFRS always includes females in advertising campaigns to include all commercials for television. In the past few years, the AF has produced commercials that feature women in roles as firefighters, MTI instructors, fighter pilots, RPA pilots, aircraft maintenance officers, security forces members (with rifle) and a variety of other more traditional careers that data shows women desire. One commercial featured just female Airmen in roles as a lawyer, doctor, firefighter and fighter pilot. We are committed to reaching out to women and proudly showing women filling critical careers in the Air Force.