



Photos from top left to right: 2022 Medal of Honor recipient, Colonel Paris Davis; Multicultural dual service member Army family; W.Va. Army National Guard Member returns home; Soldiers give an Army Birthday social media shoutout; Diverse group of Army Soldiers.

75TH ANNIVERSARY OF THE PROMISE OF AN INTEGRATED U.S. ARMED FORCES

June and July 2023 mark the 75th Anniversaries of the Women’s Armed Services Integration Act + The Truman Orders, all directing the integration of the federal workforce and the armed forces.

During a season of Patriotic events – Heritage Weeks, 4th of July, Twilight Tattoos, 50th Anniversary of the All-Volunteer Force, Base Redesignations and Summer, when young people are making decisions about their future – opportunities abound for nesting your 75th Anniversary messaging.

See **SECARMY’s Army Birthday Festival Speech** (at 55:00).



“While our Soldiers are as diverse as the nation they serve, we have seen throughout our history that we are strongest when we serve together... what unites us is our shared Army values.”

– HON Christine E. Wormuth, Secretary of the Army

JUNE 12, 1948
Womens Armed Services Integration Act

JULY 26, 1948
The Truman Orders

★ THEME 1 PROGRESS AND INNOVATION

Message: This year we celebrate the 75th anniversary of the promise for the integration of the armed services. With it came the commitment to integration and full equality – that we could be stronger by drawing on the talents of all qualified Americans.



- On 12 June 1948, President Truman signed the Women’s Armed Services Integration Act, allowing women to serve as permanent, regular members of the armed forces.
- On 26 July 1948, President Truman signed his name to two documents: Executive Orders 9980, integrating the Federal workforce and 9981, integrating the Armed Forces.
- We are proud of the steps we’ve taken to welcome all Americans who are qualified and capable of serving.
- As we celebrate the 75th anniversary of these policies, we are reminded of the power of individual action to create lasting change.
- While progress has been made, we must acknowledge that **there is still work to be done** to ensure that all service members are treated fairly and equitably, regardless of their race, gender, or sexual orientation.

TALKING POINTS

COMMUNICATION GOAL

Recognize the anniversaries of important Army integration milestones, honor the service of all Soldiers who have served, and highlight the Army is a place where everyone has the opportunity to reach their full potential.

COMMUNICATION OBJECTIVES

Promote and increase awareness of how Army Soldiers and civilians of diverse backgrounds are making important contributions to the Army’s mission.

Create digital media content and utilize senior leader engagements to:

- Craft articles / interviews containing key messages, including one tier-one story or op-ed during July.
- Educate the internal Army with ASL messaging – why the anniversaries are important, the policies were enacted, the Army is representative of our nation.
- Reinforce our commitment to building cohesive teams in an inclusive environment, to fight and win our nation’s wars.

AUDIENCES

- American Youth ages 18-35 and their personal influencers: parents, coaches, mentors, veterans, and those who have served.
- Total Army - Soldiers in all three components, Army Civilians
- Veterans and Soldiers For Life, their families, and military advocates

Above: SECARMY Hon. Christine Wormuth.

75TH ANNIVERSARY



ENGAGEMENT TACTICS

#ArmyIntegration

Units can tailor their postings with the following OCPA tactics; be sure to use the “**Observances**” tag in Sprinkl; and contact us to let us know about any compelling content or story ideas we can share.

- **Bugle Note Women’s Armed Services Integration Act Made available May 2023**
- **Bugle Note 75th Anniversary of the Promise of an Integrated Force And Communication Plan 20 June 2023**
- **Explainer Video on @USArmy platforms, 26 July**
- **SMA Engagement on @USArmy platforms, 27 July**
- **Leaders remarks during CST Graduations, July 2023**
- **Cadet Shout Outs July 2023**
- **Traditional Media Articles and interviews July 2023**
- **Email to MSO/VSO June 2023**



★ THEME 2 OPPORTUNITY FOR ALL

Message: It is important to ensure the Army is representative of the diversity in our country.

- The 75th anniversary commemorates important policies that were foundational in affording American men and women of any race, color, religion, or national origin the opportunity to serve their country where everyone has an opportunity to succeed.
- We are inspired by the example set by those who came before us and continue to work toward a more inclusive future for all.
- The integration of women and Americans of any race, color, religion, or national origin into the military has been a crucial step towards creating a more diverse and inclusive military.
- Integration has enabled the military to tap into a broader pool of talent and expertise and helped break down long-standing barriers and prejudices.



Message: The Army is confident our diverse force will help us meet future challenges and win our nation’s wars.

- The Army is comprised of highly skilled and diverse individuals, allowing us to draw from a broad pool of talent to ensure we carry out our mission, both at home and abroad.
- The Army welcomes any person who is qualified to serve, regardless of background. We are a ready Army, focused on building cohesive teams. Ensuring Soldiers respect each other makes us a stronger Army.
- The integration of women and Americans of any race, color, religion, or national origin makes us a more lethal fighting force.
- The Army is one of the most diverse organizations in the nation. Each Soldier is a valuable contributor to the Army’s mission because of the unique backgrounds and perspectives they bring to our strong Army.

COMMUNICATION OPPORTUNITIES



★ Senior Leader Engagements (see calendar, left)

- **SMA Engagement** at Fort Liberty with Soldiers related to those who served at the time of integration.

★ HQDA distributed content for synchronized Army wide messaging

- **Two Bugle Notes** – one on the 75th Anniversary of the Women’s Armed Services Integration Act and one on the 75th Anniversary of the Promise of an Integrated Force.
- **Video explaining the 75th Anniversaries** of the Women’s Armed Services Integration Act and Truman Orders for sharing on @USArmy Social Media platforms.
- **Senior Leader speakers** including Integration Anniversary messaging at Cadet Summer Training (CST) graduations.
- **CST Cadet Shout Outs.**
- **Important dates** shared to MSO/VSOs via email.

