

**AMENDMENT TO RULES COMMITTEE PRINT 117-**

**54**

**OFFERED BY MR. JOHNSON OF GEORGIA**

At the end of subtitle F of title X, insert the following:

1 **SEC. 10\_\_ . REPORT ON DEPARTMENT OF DEFENSE RE-**  
2 **CRUITMENT ADVERTISING TO RACIAL AND**  
3 **ETHNIC MINORITY COMMUNITIES.**

4 (a) SENSE OF CONGRESS.—It is the sense of Con-  
5 gress that—

6 (1) efforts by the Armed Forces to ensure di-  
7 versity among the force are commendable;

8 (2) it is cause for concern that efforts by the  
9 Armed Forces to ensure that the Armed Forces of  
10 the United States reflect the society of the United  
11 States are being reduced by the use of advertising  
12 that does not adequately target racial and ethnic mi-  
13 nority communities;

14 (3) the Armed Forces face many challenges but  
15 should maintain, and where possible, increase adver-  
16 tising within racial and ethnic minority communities  
17 to support the commitment of the Armed Forces to  
18 ensuring a strong diverse force;

1           (4) to adequately reach minority communities,  
2           the Armed Forces should use minority-owned media  
3           outlets and advertising agencies that have dem-  
4           onstrated an ability to connect with racial and ethnic  
5           minority communities;

6           (5) recruitment advertising within minority  
7           communities is an important avenue toward building  
8           interest and understanding in serving the United  
9           States in uniform; and

10          (6) the Armed Forces and the Department of  
11          Defense should maintain a commitment to diversity  
12          recruiting and retention.

13          (b) REPORT.—Not later than June 1, 2023, the Sec-  
14          retary of Defense shall submit to the congressional defense  
15          committees a report on the efforts of the Department of  
16          Defense to increase marketing and advertising with minor-  
17          ity-owned media outlets and advertising agencies to ade-  
18          quately reach racial and ethnic minority communities.

