

# Backlash to ‘Woke’ Army Recruitment Video Ad So Severe, Comments Blocked by Army

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As I wrote earlier, the Army’s latest highly feminine, and soft, ‘two mommies’ recruitment ad has provoked a firestorm of reaction, much of it centered on comparisons with Russian army ads that tout a masculine warrior ethos. In my piece I compare the Army ad to aggressive Russian and Chinese recruitment videos, as well as the more traditional, powerful, and patriotic ad by the US Marines.

The Army’s ‘two mommies’ ad is part of a new series similar to the equally woke CIA ads I wrote about.

What both the woke CIA ads and the Army series have in common is that they seem to show that neither the spooks nor the soldiers want traditional, heterosexual, white patriotic males to join their outfits. What they also seem to share is a widespread revulsion by a wide swath of the American public.

The Washington Times noted that the “CIA may be in competition with the Army for the most ‘woke’ recruitment ads of 2021.”

The new Army series, titled “The Calling,” posted to YouTube on May 4, showcases real soldiers and their stories in an animated format. The most controversial video features a corporal who discusses her “fairly typical childhood” in which she took ballet and played the violin, and also “marched for equality” with her two moms. In her view this made her a ‘freedom fighter.’ And prepared her to combat the powerful and violent enemies of America, including Russia, China, and assorted terrorists.

Laura DeFrancisco, spokeswoman for the Army Enterprise Marketing Office says the intent of the new commercial series is to “close the relatability gap between Gen Z and the Army by offering a rare look at the people behind the uniform.”

However, lots of Americans appear to not see it the same way. As Task and Purpose noted: ...just a week after the series was launched, the Army said it had to disable comments on the videos on May 12 after seeing “a significant uptick in negative commentary which ... were not aligned with Army values,” according to Laura DeFrancisco... “Out of respect for our soldiers and their families, we have disabled the comments,” she said.

Fox News host Tucker Carlson appears to have a better reading of the pulse of the nation. He said in March: “While China’s military becomes more masculine as it’s assembled the world’s largest Navy, our military needs to become, as Joe Biden says, more feminine — whatever feminine means any more, since [according to the left’s new gender theories] men and women no longer exist.”

By: Paul Crespo is the Managing Editor of American Defense News. A defense and national security expert, he served as a Marine Corps officer and as a military attaché with the Defense Intelligence Agency (DIA) at US embassies worldwide. Paul holds degrees from Georgetown, London, and Cambridge Universities. He is also CEO of SPECTRE Global Risk, a security advisory firm, and President of the Center for American Defense Studies, a national security think tank.