

CHAPTER 23



MASS COMMUNICATION SPECIALIST (MC)

NAVPERS 18068-23B
CH-55

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TABLE OF CONTENTS
MASS COMMUNICATION SPECIALIST (MC)

SCOPE OF RATING	MC-3
GENERAL INFORMATION	MC-4
PRINT JOURNALIST	MC-5
COLLECTION	MC-5
INFORMATION RELEASE	MC-5
PLANNING CONTROL AND GUIDANCE	MC-5
PRODUCTION	MC-6
PUBLIC AFFAIRS SPECIALIST	MC-7
COLLECTION	MC-7
INFORMATION RELEASE	MC-7
PLANNING CONTROL AND GUIDANCE	MC-7
PRODUCTION	MC-8
BROADCASTER	MC-9
COLLECTION	MC-9
INFORMATION RELEASE	MC-9
PLANNING CONTROL AND GUIDANCE	MC-10
PRODUCTION	MC-10
PHOTOGRAPHER	MC-11
COLLECTION	MC-11
INFORMATION RELEASE	MC-11
PLANNING CONTROL AND GUIDANCE	MC-12
PRODUCTION	MC-12
MASS COMMUNICATION SPECIALIST SUPERVISOR	MC-13
COLLECTION	MC-13
INFORMATION RELEASE	MC-13
PLANNING CONTROL AND GUIDANCE	MC-14
PRODUCTION	MC-14
GRAPHIC ARTIST	MC-15
COLLECTION	MC-15
INFORMATION RELEASE	MC-15
PLANNING CONTROL AND GUIDANCE	MC-15
PRODUCTION	MC-16

NAVY ENLISTED OCCUPATIONAL STANDARDS

FOR

MASS COMMUNICATION SPECIALIST (MC)



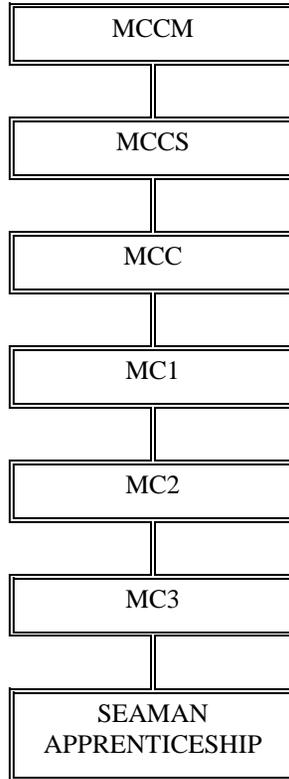
SCOPE OF RATING

Mass Communication Specialists (MC) perform duties in public affairs and visual information; present the Navy story to worldwide and Navy audiences through a variety of communication mediums; research and prepare print and broadcast journalism news and feature stories for military and civilian newspapers, magazines, television and radio broadcast stations; record still and video photography of military operations, exercises, and other Navy events; serve overseas, on ships, at combat camera units, and at stateside commands as photographers, combat photographers, public affairs specialists, newspaper and magazine staff, TV and radio station staff and talent; create graphics in support of the public affairs mission; create and manage official websites; and perform high-speed, high-volume graphic reproduction.

These Occupational Standards are to be incorporated in Volume I, Part B, of the Manual of Navy Enlisted Manpower and Personnel Classifications and Occupational Standards (NAVPERS 18068F) as Chapter 23.

GENERAL INFORMATION

CAREER PATTERN



Normal path of advancement to Chief Warrant Officer and Limited Duty Officer categories can be found in OPNAVINST 1420.1.

For rating entry requirements, refer to MILPERSMAN 1306-618.

SAFETY

The observance of Operational Risk Management (ORM) and proper safety precautions in all areas is an integral part of each billet and the responsibility of every Sailor; therefore, it is a universal requirement for all ratings.

Job Title
Print Journalist

Job Code
002206

Job Family Arts, Design, Entertainment, Sports, and Media
NOC TBD
Short Title (30 Characters) PRINT JOURNALIST
Short Title (10 Characters) PRNTJRNLSL

Pay Plan Enlisted
Career Field MC
Other Relationships and Rules 8147

Job Description
 Print Journalists write for printed and web-based publications, such as magazines, newspapers, websites, and military social media websites; and work in a variety of fields including news, feature writing, current affairs, and technical publications.

<u>DoD Relationship</u>		<u>O*NET Relationship</u>		
<u>Group Title</u>	<u>DoD Code</u>	<u>Occupation Title</u>	<u>SOC Code</u>	<u>Job Family</u>
Information and Education, General	157000	Interpreters and Translators	27-3091.00	Arts, Design, Entertainment, Sports, and Media

<u>Skills</u>	<u>Abilities</u>
Writing	Written Expression
Reading Comprehension	Deductive Reasoning
Coordination	Written Comprehension
Monitoring	Originality
Judgment and Decision Making	Inductive Reasoning
Management of Personnel Resources	Information Ordering
Persuasion	Oral Comprehension
Active Learning	Oral Expression
Active Listening	Spatial Orientation
Complex Problem Solving	Visualization

COLLECTION

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Interview subjects for media products
E4	CORE	Monitor current events
E4	CORE	Research information

INFORMATION RELEASE

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E6	CORE	Release information
E5	CORE	Market Navy media products

PLANNING CONTROL AND GUIDANCE

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E6	CORE	Track publication and air date deadlines and milestones
E5	CORE	Direct production crews
E7	CORE	Evaluate public affair programs
E4	CORE	Maintain print production equipment
E4	CORE	Advise Chain of Command on public affairs matters
E4	CORE	Archive digital files
E5	CORE	Coordinate Public Affairs (PA) and Visual Information (VI) missions

PRODUCTION

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Write features
E5	CORE	Draft media query responses
E5	CORE	Draft public information query responses
E5	CORE	Draft responses to audience correspondence
E4	CORE	Edit articles
E5	CORE	Edit captions
E6	CORE	Edit news releases
E5	CORE	Produce Public Service Announcements (PSA)
E4	CORE	Caption imagery
E4	CORE	Create layouts

Job Title

Public Affairs Specialist

Job Code

002274

Job Family

Management

NOC

TBD

Short Title (30 Characters)

PUBLIC AFFAIRS SPECIALIST

Short Title (10 Characters)

PUBAFFSPEC

Pay Plan

Enlisted

Career Field

MC

Other Relationships and Rules

8153, 8152

Job Description

Public Affairs Specialists gather information for press releases; coordinate with members of the media and general public; provide communication counsel and serve as command spokespersons; arrange public exhibits, demonstrations, speaking engagements, news conferences, distinguished visitor visits, and tours; and schedule and conduct speeches.

DoD Relationship

Group Title

Information and Education, 157000
General

DoD Code

O*NET Relationship

Occupation Title

Public Relations Managers

SOC Code

11-2031.00

Job Family

Management

Skills

Writing

Coordination

Reading Comprehension

Critical Thinking

Management of Personnel Resources

Monitoring

Operation and Control

Persuasion

Technology Design

Judgment and Decision Making

Abilities

Deductive Reasoning

Written Expression

Oral Expression

Written Comprehension

Information Ordering

Fluency of Ideas

Inductive Reasoning

Originality

Oral Comprehension

Problem Sensitivity

COLLECTION

Paygrade

E5

Task Type

CORE

Task Statements

Survey audiences

E4

CORE

Interview subjects for media products

E4

CORE

Monitor current events

E4

CORE

Research information

E7

CORE

Conduct media analysis

INFORMATION RELEASE

Paygrade

E4

Task Type

CORE

Task Statements

Transmit digital imagery

E6

CORE

Release information

E5

CORE

Market Navy media products

E7

CORE

Approve digital imagery for release

E6

CORE

Conduct public affairs briefings

E7

CORE

Develop audience surveys

PLANNING CONTROL AND GUIDANCE

Paygrade

E7

Task Type

CORE

Task Statements

Manage websites

E6

CORE

Track publication and air date deadlines and milestones

E7

CORE

Develop public affairs contingency plans

E5

CORE

Direct internal public affairs coverage

E7	CORE	Process Freedom of Information Act (FOIA) requests
E7	CORE	Set up media operations centers (Joint Information Bureaus, Consolidated Press Information Centers)
E4	CORE	Archive digital files
E6	CORE	Conduct public affairs planning
E6	CORE	Coordinate distinguished visitor events
E7	CORE	Coordinate external media coverage
E4	CORE	Coordinate hometown news programs
E5	CORE	Coordinate local media interviews
E4	CORE	Maintain print production equipment
E7	CORE	Manage community outreach programs

PRODUCTION

<u>Pavgrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Write news releases
E5	CORE	Draft media query responses
E5	CORE	Draft public information query responses
E5	CORE	Draft responses to audience correspondence
E4	CORE	Edit articles
E5	CORE	Edit broadcast scripts
E5	CORE	Edit captions
E6	CORE	Edit news releases
E6	CORE	Draft proposed public affairs guidance
E5	CORE	Escort media
E5	CORE	Produce Public Service Announcements (PSA)
E4	CORE	Assemble press kits
E4	CORE	Assemble welcome aboard kits
E4	CORE	Caption imagery
E4	CORE	Create layouts
E5	CORE	Design websites

Job Title

Broadcaster

Job Code

002618

Job Family

Arts, Design, Entertainment, Sports, and Media

NOC

TBD

Short Title (30 Characters)

BROADCASTERS

Short Title (10 Characters)

BROADCASTER

Pay Plan

Enlisted

Career Field

MC

Other Relationships and Rules

8144, 8150, 8288, 5345, 3251

Job Description

Broadcasters deliver and produce radio and television broadcasts; collect, evaluate, and prepare military information for use on radio and television; operate all radio and television equipment; prepare and maintain operation logs; use studio video cameras, handheld video cameras, and a variety of editing systems, audio studios, and lighting equipment; and coordinate framing and composition, lighting, camera placement, audio and video editing, visualization, and storytelling.

DoD Relationship

Group Title

Information and Education, General

DoD Code

157000

O*NET Relationship

Occupation Title

Broadcast Technicians

SOC Code

27-4012.00

Job Family

Arts, Design, Entertainment, Sports, and Media

Skills

Operation and Control

Equipment Selection

Writing

Technology Design

Judgment and Decision Making

Management of Material Resources

Management of Personnel Resources

Monitoring

Quality Control Analysis

Reading Comprehension

Abilities

Information Ordering

Written Comprehension

Visualization

Deductive Reasoning

Inductive Reasoning

Spatial Orientation

Oral Expression

Written Expression

Originality

Category Flexibility

COLLECTION

Paygrade

Task Type

Task Statements

E4

CORE

Interview subjects for media products

E4

CORE

Monitor current events

E4

CORE

Research information

E4

CORE

Shoot broadcast products under various lighting conditions

E4

CORE

Shoot controlled action broadcast products

E4

CORE

Shoot uncontrolled action broadcast products

E4

CORE

Collect audio and sound files

E4

CORE

Collect video files (archival, historical)

INFORMATION RELEASE

Paygrade

Task Type

Task Statements

E4

CORE

Transmit digital imagery

E5

CORE

Market Navy media products

E6

CORE

Release information

E6

CORE

Approve broadcast scripts

E7

CORE

Approve digital imagery for release

PLANNING CONTROL AND GUIDANCE

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E6	CORE	Track publication and air date deadlines and milestones
E5	CORE	Direct production crews
E7	CORE	Evaluate public affair programs
E4	CORE	Maintain broadcast equipment
E4	CORE	Set up equipment (broadcasting, photography, graphic arts)
E4	CORE	Archive digital files
E4	CORE	Advise Chain of Command on public affairs matters
E5	CORE	Coordinate Public Affairs (PA) and Visual Information (VI) missions

PRODUCTION

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E5	CORE	Direct broadcast productions
E4	CORE	Edit broadcast products
E5	CORE	Edit broadcast scripts
E5	CORE	Edit captions
E5	CORE	Edit multimedia products
E6	CORE	Edit news releases
	E4	CORE Operate Shipboard Information Training and Entertainment (SITE) systems
E4	CORE	Produce broadcast products (audio and video documentaries, news and feature stories, informational spots, and promos)
E5	CORE	Produce Public Service Announcements (PSA)
E4	CORE	Set up videographic equipment
E4	CORE	Anchor broadcast productions
E4	CORE	Caption imagery
E4	CORE	Create digital graphics
E4	CORE	Create multimedia products
E5	CORE	Create program schedules

Job Title

Photographer

Job Code

002619

Job Family

Arts, Design, Entertainment, Sports, and Media

NOC

TBD

Short Title (30 Characters)

PHOTOGRAPHER

Short Title (10 Characters)

PHOTGRAPHR

Pay Plan

Enlisted

Career Field

MC

Other Relationships and Rules

8147, 8148, 8288, 5345

Job Description

Photographers take still photographs in support of written articles and provide coverage of special events, operational, intelligence, and mission essential documentation.

DoD Relationship

Group Title

Photography, General

DoD Code

140000

O*NET Relationship

Occupation Title

Professional Photographers

SOC Code

27-4021.01

Job Family

Arts, Design, Entertainment, Sports, and Media

Skills

Operation and Control

Equipment Selection

Technology Design

Coordination

Management of Material Resources

Monitoring

Quality Control Analysis

Reading Comprehension

Writing

Equipment Maintenance

Abilities

Information Ordering

Visualization

Inductive Reasoning

Spatial Orientation

Written Comprehension

Originality

Category Flexibility

Deductive Reasoning

Written Expression

Finger Dexterity

COLLECTION

Paygrade

Task Type

Task Statements

E4

CORE

Shoot uncontrolled action photographs

E4

CORE

Interview subjects for media products

E4

CORE

Monitor current events

E4

CORE

Research information

E4

CORE

Shoot controlled action photographs

E4

CORE

Shoot environmental portraits

E4

CORE

Shoot photographs under various lighting conditions

E4

CORE

Shoot photographs using various lens and angle perspective techniques

E4

CORE

Shoot studio photography

E4

CORE

Collect audio and sound files

INFORMATION RELEASE

Paygrade

Task Type

Task Statements

E4

CORE

Transmit digital imagery

E6

CORE

Release information

E5

CORE

Market Navy media products

PLANNING CONTROL AND GUIDANCE

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E6	CORE	Track publication and air date deadlines and milestones
E5	CORE	Direct production crews
E4	CORE	Maintain photography equipment
E4	CORE	Set up equipment (broadcasting, photography, graphic arts)
E4	CORE	Archive digital files
E4	CORE	Advise Chain of Command on public affairs matters
E5	CORE	Coordinate Public Affairs (PA) and Visual Information (VI) missions
E4	CORE	Maintain print production equipment

PRODUCTION

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Edit broadcast products
E5	CORE	Edit captions
E4	CORE	Edit digital imagery
E5	CORE	Edit multimedia products
E6	CORE	Edit news releases
E4	CORE	Print photographs
E4	CORE	Caption imagery
E4	CORE	Create layouts
E4	CORE	Create multimedia products

Job Title

Mass Communication Specialist Supervisor

Job Code

002621

Job Family

Management

NOC

TBD

Short Title (30 Characters)

MASS COMM SPECIALIST SUPV

Short Title (10 Characters)

MCSPECSUPV

Pay Plan

Enlisted

Career Field

MC

Other Relationships and Rules

8153, 8152; Manages job codes 002619 & 002274

Job Description

Mass Communication Specialist Supervisors direct or coordinate work in photography, journalism, public affairs, broadcast, videography, and graphic arts.

DoD Relationship

Group Title
Information and Education,
General

DoD Code
157000

O*NET Relationship

Occupation Title
Public Relations Managers

SOC Code
11-2031.00

Job Family
Management

Skills

Writing
Judgment and Decision Making
Coordination
Reading Comprehension
Quality Control Analysis
Management of Personnel Resources
Monitoring
Complex Problem Solving
Critical Thinking
Operation and Control

Abilities

Deductive Reasoning
Written Expression
Written Comprehension
Oral Expression
Inductive Reasoning
Information Ordering
Oral Comprehension
Originality
Problem Sensitivity
Visualization

COLLECTION

Paygrade

Task Type

Task Statements

E5	CORE	Survey audiences
E4	CORE	Interview subjects for media products
E4	CORE	Monitor current events
E4	CORE	Research information
E7	CORE	Analyze audience survey results
E7	CORE	Conduct media analysis

INFORMATION RELEASE

Paygrade

Task Type

Task Statements

E4	CORE	Transmit digital imagery
E7	CORE	Develop audience surveys
E5	CORE	Market Navy media products
E6	CORE	Release information
E6	CORE	Approve broadcast scripts
E7	CORE	Approve digital imagery for release
E7	CORE	Approve media query responses
E7	CORE	Approve releases (media advisory and press)
E7	CORE	Approve responses to audience correspondence
E6	CORE	Conduct public affairs briefings
E7	CORE	Coordinate national media interviews

PLANNING CONTROL AND GUIDANCE

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E7	CORE	Manage community outreach programs
E5	CORE	Validate media credentials
E7	CORE	Develop crisis communication plans
E7	CORE	Develop public affairs contingency plans
E5	CORE	Direct internal public affairs coverage
E5	CORE	Direct production crews
E7	CORE	Evaluate inventory and production expenses
E7	CORE	Evaluate public affair programs
E5	CORE	Inspect quality of products
E7	CORE	Process Freedom of Information Act (FOIA) requests
E7	CORE	Set up media operations centers (Joint Information Bureaus, Consolidated Press Information Centers)
E7	CORE	Manage websites
E4	CORE	Advise Chain of Command on public affairs matters
E5	CORE	Approve digital imagery for production
E6	CORE	Approve final layouts for publication
E4	CORE	Archive digital files
E6	CORE	Conduct public affairs planning
E6	CORE	Coordinate distinguished visitor events
E7	CORE	Coordinate external media coverage
E4	CORE	Coordinate hometown news programs
E5	CORE	Coordinate local media interviews
E5	CORE	Coordinate Public Affairs (PA) and Visual Information (VI) missions
E7	CORE	Determine host nation sensitivities

PRODUCTION

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Write news releases
E5	CORE	Draft media query responses
E5	CORE	Draft public information query responses
E5	CORE	Draft responses to audience correspondence
E6	CORE	Draft proposed public affairs guidance
E4	CORE	Edit articles
E4	CORE	Edit broadcast products
E5	CORE	Edit captions
E6	CORE	Edit news releases
E5	CORE	Escort media
E5	CORE	Produce Public Service Announcements (PSA)
E4	CORE	Caption imagery
E5	CORE	Create program schedules
E5	CORE	Design websites

Job Title

Graphic Artist

Job Code

002622

Job Family
Management

NOC
TBD

Short Title (30 Characters)
GRAPHIC ARTIST

Short Title (10 Characters)
GRAPH ART

Pay Plan
Enlisted

Career Field
MC

Other Relationships and Rules
8193, 8151

Job Description

Graphic Artists create effective visual designs for print and electronic publications, posters, presentations, video products, and other media materials to support the Navy's public affairs mission.

DoD Relationship

Group Title **DoD Code**
Information and Education, 157000
General

O*NET Relationship

Occupation Title **SOC Code** **Job Family**
Industrial Production Managers 11-3051.00 Management

Skills

Technology Design
Management of Material Resources
Quality Control Analysis
Operation and Control
Equipment Selection
Monitoring
Writing
Coordination
Judgment and Decision Making
Management of Personnel Resources

Abilities

Visualization
Deductive Reasoning
Information Ordering
Written Comprehension
Inductive Reasoning
Originality
Written Expression
Oral Expression
Spatial Orientation
Oral Comprehension

COLLECTION

Paygrade

Task Type

Task Statements

E4 CORE Interview subjects for media products
E4 CORE Monitor current events
E4 CORE Research information
E4 CORE Collect audio and sound files
E4 CORE Collect video files (archival, historical)

INFORMATION RELEASE

Paygrade

Task Type

Task Statements

E4 CORE Transmit digital imagery
E6 CORE Release information
E5 CORE Market Navy media products
E7 CORE Approve digital imagery for release

PLANNING CONTROL AND GUIDANCE

Paygrade

Task Type

Task Statements

E7 CORE Manage websites
E6 CORE Track publication and air date deadlines and milestones
E5 CORE Direct production crews
E7 CORE Evaluate public affair programs
E5 CORE Inspect quality of products
E4 CORE Maintain print production equipment

E4	CORE	Advise Chain of Command on public affairs matters
E4	CORE	Archive digital files
E5	CORE	Coordinate Public Affairs (PA) and Visual Information (VI) missions
E4	CORE	Maintain reproduction and graphics equipment

PRODUCTION

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Edit broadcast products
E5	CORE	Edit captions
E4	CORE	Edit digital imagery
E5	CORE	Edit multimedia products
E6	CORE	Edit news releases
E4	CORE	Print photographs
E4	CORE	Produce broadcast products (audio and video documentaries, news and feature stories, informational spots, and promos)
E5	CORE	Produce Public Service Announcements (PSA)
E4	CORE	Reproduce prints and publications
E4	CORE	Caption imagery
E4	CORE	Create digital graphics
E4	CORE	Create layouts
E4	CORE	Create multimedia products
E5	CORE	Design websites