



MC – Mass Communication Specialist

Mass Communication Specialist are Public Affairs and Visual Information experts. They present the Navy story to audiences in the Navy and to the rest of the world through a variety of media. MCs write and produce print and broadcast journalism news and feature stories for military and civilian newspapers, magazines, television and radio broadcast stations. They record still and video photography of military operations, exercises, and other Navy events. They serve overseas, on ships, and at stateside commands as photographers, public affairs specialists, newspaper and magazine staff, and TV and radio station staff and talent. MCs also create graphic designs in support of the public affairs mission, create and manage official websites, and perform high-speed high-volume graphic reproduction.

What They Do

- prepare and write news releases and feature articles for publication;
- photograph events for publication and historic documentation;
- operate and maintain a variety of state-of-the-art still and video cameras;
- create original visual information displays and graphics;
- multi-media design and production;
- design and manage public and secure websites;
- layout and design military newspapers and magazines;
- manage radio and television stations;
- operate video and electronic imaging equipment;
- operate digital electronic reproduction equipment;
- edit video news, features, and documentation;
- shoot still photographs and video for accident or incident investigations;
- conduct interviews
- market stories
- perform as a Public Affairs Officer;

Working Environment

Mass Communication Specialists may work outdoors or inside, on board aircraft carrier flight decks, in the field with combat construction units, or in air-conditioned broadcast stations. Work varies from using precision computer graphics equipment in an office to strenuous work throughout a ship or station. Most MCs work on projects alone or with small teams, normally with little supervision. Their work is primarily mental and creative.

Opportunities

The Navy has a continuing need for qualified Mass Communication Specialists. Approximately 1,500 men and women perform duties in the MC rating aboard ships and at shore stations. Opportunities for placement are good for highly qualified candidates.

Qualifications and Interests

Mass Communication Specialist must relate to people in a creative and professional manner. They need above average writing and speaking skills, creativity, curiosity, and an interest in people, ideas, and information. Also important are a good memory, maturity, and a good personal appearance. Other necessary qualities are the ability to do detailed work and keep records, manual dexterity, and a good sense of teamwork. MCs must be U.S. citizen and be eligible for a security clearance as a condition of entry. In addition, entries into the MC rating will require normal color perception and vision correctable to 20/20. "A" School is required for the MC rating. The rating accepts qualified Lateral Conversions (via "A" School), but will not accept Direct Conversions or Strikers.

Career Path After Recruit Training

Enlistees are taught the fundamentals of this rating through on-the-job training or formal Navy schooling. Advanced technical and operational training is available in this rating during later stages of career development.

School	Present Location	Approximate Training Time	Subjects	Training Methods
Mass Communication Specialist	Fort George Meade, MD	27 Weeks	Introduction to basic still photography digital imaging, photojournalism, news writing, public affairs, layout and design.	Group instruction with practical application

Mass Communication Specialists will be assigned to Navy print shops aboard ships, at bases and various other shore facilities in the United States or overseas. During a 20-year period in the Navy, MC's spend about 50 percent of their time assigned to fleet units and 50 percent to shore stations. Shore assignments are normally at Public Affairs Offices. "C" School requirements in broadcasting, multi-media, reprographics, photojournalism and videography will be met.



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Earn College Credit



The American Council on Education recommends that semester hour credits be awarded in the vocational certificate and lower-division bachelor's/associate's degree categories for courses taken in this rating on office machines and general clerical procedures. To see the college credits available via a **Joint Service Transcript** for this rating:

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https://www.cool.navy.mil/usn/jst/mc_jst.pdf

Earn Department of Labor (DOL) Nationally Recognized Apprenticeships



USMAP

The United Services Military Apprenticeship Program (USMAP) is a formal military training program that provides active duty and Full Time Support (FTS) Service members the opportunity to improve their job skills and to complete their civilian apprenticeship requirements while they are on active duty. The U.S. Department of Labor (DOL) provides the nationally recognized "Certificate of Completion" upon program completion. Visit United Services Military Apprenticeship Program (USMAP) for LS apprenticeships.

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<https://usmap.netc.navy.mil/usmapss/static/navyRates.htm>

Earn Industry Recognized Credentials



Navy Credentialing Opportunities On-Line (Navy COOL)

Navy COOL catalogs and defines comprehensive information on occupational credentials - including certifications, licenses, and apprenticeships - correlating with every Navy rating and some collateral duties. It provides "how to" instructions for pursuing these credentials, links to credentialing organizations, and cross-references to programs that help Sailors pay for credentialing fees. Shortly following the initial rating technical training (Class "A" technical school), Sailors may be able to take advantage of earning civilian/industry certifications & licenses (credentials), funded through Navy COOL. Visit the Navy COOL website to view these opportunities. See the link below.

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<https://www.cool.navy.mil/usn/enlisted/mc.htm>

Manage a Navy Career with Navy LaDR (Learning and Development Roadmap)



To see the Navy LaDR (Learning and Development Roadmap) for this rating:

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https://www.cool.navy.mil/usn/LaDR/mc_e1_e9.pdf

Earn Skill Sets Towards Civilian Related Occupations



The skill sets for this rating crosswalk to civilian related occupations listed by the U.S. Department of Labor. To see Related Civilian, Federal, and Military Sealift Command Occupations for this rating, see the link below.

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<https://www.cool.navy.mil/usn/enlisted/mc.htm>

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