



# MC – Mass Communication Specialist

**Mass Communication Specialist** tell the Navy’s story to support the commander’s overall communication goals. They define communication problems, ideate solutions, create multimedia products, and evaluate the success of media campaigns. MCs conduct research and identify target audiences, design print publications and digital media products, and create illustrations and graphics. They develop multimedia content including video, still images, digital graphics, web products, news and feature stories, blogs, and press releases. In addition, they create media project plans and communication plans, and evaluate the success of these plans and campaigns by conducting research, analyzing data, and providing feedback to leadership. Senior MCs serve as communication advisors to commanders, developing content strategies, creating data stories, and optimizing communication solutions. Senior MCs also prepare unit commanders for media interaction, press conferences and public speaking. Additionally, they may speak to the press on behalf of their command.

### Working Environment

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

### Opportunities

The Navy has a continuing need for qualified Mass Communication Specialists. Approximately 1,100 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 not required for the MC rating. The rating accepts qualified lateral conversions and direct conversions or strikers.

### What They Do

- Photography and videography (including aerial and underwater)
- Writing (news, feature stories, blogs, scripts, and speeches)
- Graphic design and layout (including magazines and newspapers)
- Social media and web content
- Broadcasting (tv, radio, and online)
- Animation and interactive multimedia
- Operate and maintain audiovisual and printing equipment
- Coordinate with and escort media
- Conduct ship and base tours
- Research (surveys and data collection)

<b>Career Path After Recruit Training</b>				
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
Defense Information School (DINFOS)	Fort George Meade, MD	21 Weeks	Introduction to photography, video, multimedia, writing, public affairs, communication and communication problem solving	Group instruction with practical application
Mass Communication Specialists will be assigned to Navy media departments and divisions aboard ships, on board Navy bases, and at various other shore facilities in the United States or overseas. During a 20-year career in the Navy, MCs spend about 50 percent of their time assigned to Fleet units and 50 percent to shore stations. MCs should expect assignment to a ship or deployable unit following ‘A’ school graduation.				



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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 news editing and reporting, writing for mass media, audiovisual technology, photography, and layout. 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](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 MC 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>

Download the Navy COOL App:  
Navy COOL App (iOS):

<https://itunes.apple.com/us/app/navy-cool/id1053982994?ls=1&mt=8>

Navy COOL App (Android):

<https://play.google.com/store/apps/details?id=com.tracen.navycool>

### 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](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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