

3130. OCCUPATIONAL FIELD 43, PUBLIC AFFAIRS

1. Introduction. Marine Corps Public Affairs (PA) is a unique capability that enables effective communication with key publics in order to build understanding, credibility, trust, and mutually beneficial relationships that contribute to the achievement of operational and Service objectives. PA uses a rigorous, sophisticated approach to planning and implementing Marine Corps communication strategies that is comprehensive, integrated, and synchronized with our plans, policies, programs, and operations. PA collects and analyzes data related to key public's awareness, attitudes, opinions and beliefs of our organization and operations in order to develop a deep and accurate understanding of the information environment and effectively assess the impact our actions have within that environment. Using information gathered through research, PA analyzes and frames problems and opportunities and informs decisions regarding stakeholders, goals, objectives, action and communication strategies, and tactics. As the lead communication counsel on a commander's staff, PA integrates and synchronizes communication with operational plans and campaigns and aligns and nests a commander's communication strategy within national strategic objectives. In implementing communication plans, PA conducts communication activities tailored to specific publics. PA leaders identify specific communication tasks, allocate required resources, establish and execute a detailed engagement schedule, and coordinate with internal and external elements of the command to achieve a commander's communication end state. PA Marines develop professional, transmedia, digital communication products in support of strategies and tactics; and disseminate those products through designated channels to initiate and maintain a dialogue with key publics in order to achieve communication objectives. Throughout, PA constantly frames the message to ensure the context of our communication is accurate, factual, and relevant. Finally, PA evaluates the effectiveness of the planning, implementation, and, ultimately, impact of a commander's communication strategy. PA leaders develop metrics to evaluate the impact of communication strategies on the intended public's knowledge, attitudes, opinions, beliefs and behaviors and assess the achievement of communication objectives.

2. MOS 4313, Broadcaster (MGySgt to Pvt) NMOS (4341, 4671)

a. Summary. Broadcasters achieve communication objectives by gathering information for use in broadcast, digital and traditional communication products on AFN radio and television. Broadcasters perform skills in video documentation and broadcast journalism, interact with command, community and media to prepare, report, and release. Broadcasters perform all functions of electronic newsgathering (ENG) and electronic field production (EFP) for video production and documentation. Broadcasters produce communication products for broadcast radio and television production. Upon reaching the rank of Gunnery Sergeant and above, a Marine in the necessary military occupational specialty 4313 may be assigned billet of Mass Communication Broadcast Chief. The Mass Communication Broadcast Chief supervises trains and coordinates the activities of all enlisted Marines assigned to an AFRTS. He/she performs duties as a broadcast manager in static or deployable environments ensuring delivery of programs and products primarily within the AFRTS network. Ensure proper supervision and evaluation of 4313 OJT requirements are fulfilled. PA Marines also require the ability to create, edit, record and transmit, in near real time, communication products and live interviews from austere locations. Providing communication product marketing support, brand management, and persuasive professional selling skills both

nationally and internationally. Provide real-time net cast and broadcast video, to include immediate interview opportunities with service members, commanders and subject matter experts for engagements with key publics worldwide. In the Fleet Marine Force a Broadcaster will fill the role of a Mass communication Marine with expertise in broadcasting to meet Marine Corps requirements.

b. Prerequisites. See requirements.

c. Requirements

(1) Complete the Basic Combat Correspondent Course (BCC). Qualified entry-level candidates may be enrolled in the course following graduation from the Basic Public Affairs Specialist Course. Attendance will depend on screening and immediate availability of a school seat.

(2) All Others:

(a) Complete BCC or demonstrate MOS qualifications through job performance in an MOJT program for a period of six months. Certification of completion of MOJT can be made by the Commanding Officer based on evaluation of core training and readiness standards outlined in MOJT 4313 requirements checklist, available through the MOS 4300 OccFld sponsor and approved by a senior competent authority from any U.S. Armed services holding the grade of E7 or higher who is a certified Broadcast Journalist. The certification checklist must be provided as an endorsement to an Administrative Action Form submitted to Commandant of the Marine Corps (Code MMEA-83), 3280 Russell Road, Quantico, VA 22134-5103.

<u>CID</u>	<u>TITLE</u>	<u>LOCATION</u>
A18DCE2	Basic Combat Correspondent	Ft Meade, MD

d. Duties. For a complete listing of duties and tasks; refer to reference (z), Marine Corps Public Affairs Training and Readiness Manual.

e. Related Standard Occupational Classification (SOC) Title and Code

- (1) Broadcast News Analysts 27-3021.
- (2) Reporters and Correspondents 27-3022
- (3) Camera Operators, Television, Video, and Motion Picture 27-4031
- (4) Film and Video Editors 27-4032
- (5) Public Relations Specialists 27-3031.

f. Related Military Skill. Mass Communicator, 4341.

3. MOS 4341, Mass Communicator (MGySgt to Pvt) PMOS

a. Summary. Mass Communicators achieve Marine Corps communication objectives by gathering information for use in digital and traditional communication products, on American Forces Network (AFN) radio and television; respond to queries from the civilian media; perform media facilitation during operations/exercises; plan and manage community engagement programs; and assist in the management and production of Marine

Corps digital equities. Mass Communication Marines are also responsible for creating and executing a comprehensive marketing program in support of the recruiting mission at the recruiting station level. They work closely with the Marine Corps' advertising agency to ensure awareness of opportunities in the Marine Corps is high within their market. Upon reaching the rank of Staff Sergeant and above, a Marine in OccFld 43 may be assigned the billet of Mass Communication Chief in accordance with NAVMC 3500.9B. The Mass Communication Chief supervises, trains and coordinates the activities of all enlisted Marines assigned to the PA office. He/She is also the advisor to the Public Affairs Officers in all matters pertaining to public affairs to include, but not limited to, information programs, digital publications, producing/planning a radio or television program, conducting 4313 MOJT programs and planning for community engagement programs. The Mass Communication Chief also executes a set of core competencies to integrate communication into Marine Corps operations and activities in support of operational end states and institutional goals. As the primary military capability that contributes to communication strategy, Mass Communication Chiefs conduct communication-specific planning and integrate communication throughout the Marine Corps Planning Process (MCP). In implementing communication plans, Mass Communication Chiefs proactively engage with Marines and their families, as well as American and foreign publics, in both domestic and operational environments. Mass Communication Chiefs also manage the development and dissemination of tailored communication products (e.g., digital publications, visual information, direct engagement, and digital equities). Mass Communication Chiefs assess the effectiveness of PA research, planning, and execution, and the effect of engagement and communication on domestic and foreign publics in support of operational end states and institutional goals. As communication experts, Mass Communication Chiefs also provide tailored communication training to all levels of command and build a capacity for communication planning/engagement among partner nations. Mass Communication Chiefs are over-all responsible for managing the fiscal requirements, equipment accountability, training development, and career progression for the Marines in the Public Affairs shop.

b. Prerequisites

(1) Must possess a GT score of 110 or higher not waivable.

(2) Must have a VE 45 or higher.

(3) Marines requesting lateral move to MOS 4341 must also be interviewed by, and have the approval of a Public Affairs Officer O4 or above or Public Affairs Staff Noncommissioned Officer E8 or above. CMC (MMEA-6) provides final approval on lateral moves. Marines must also pass the English diagnostic test with a score of 80 or higher administered by a Public Affairs Officer O4 or above or Public Affairs Staff Noncommissioned Officer E8 or above. Must be world-wide deployable at the time the SNM is approved for the lateral move into the MOS.

(4) Security requirement: Secret security clearance eligibility.

(5) Marines requesting lateral move must also submit a typed essay between 300 and 500 words describing why they want to be a Mass Communication Marines and how being one will help them serve the Marine Corps and reach their personal goals. The essay will help approving/endorsing officials evaluate written communication skills.

(6) Marines requesting lateral move must not have an NJP in grade, be in either a Tier 1 or 2 reenlistment categories and submit letters of recommendation from their current OIC and SNCOIC to the endorsing official.

(7) Must possess a valid U.S. driver's license not waiverable.

c. Requirements

(1)) Complete the Basic Public Affairs Specialist Course (BPAS) (A1843C2). When a seat is immediately available the student may be assigned to attend the Electronic Journalism Course (EJC) (A1843G2) after graduating from the BPAS. The EJC is not a requirement for MOS 4341. Assignment of personnel to school seats at EJC is provided as means to core and core-plus training to take advantage of the economy of its proximity in time and distance to the MOS awarding initial skills course. Students will be given orders to their initial assignments if the EJC does not commence within 14 calendar days.

(2) For Selected Marine Corps Reserve:

(a) Must complete twelve months on-the-job training (OJT) in a drilling (SMCR or IMA) Mass Communication (MOS 4341 billet).

(b) Complete the BPASC or BPASC ADL (both R and NR) Course.

(c) Complete the PAQC or PAQC-ADL (NR and R) Course.

<u>CID</u>	<u>TITLE</u>	<u>LOCATION</u>
A1843C2	Basic Public Affairs Specialist	Ft Meade, MD

d. Duties. For a complete listing of duties and tasks; refer to reference (z), Marine Corps Public Affairs Training and Readiness Manual.

e. Related Standard Occupational Classification (SOC) Title and Code

- (1) Public Relations Specialists 27-3031.
- (2) Editors 27-3041.
- (3) Marketing Managers 11-2021.
- (4) Public Relations and Fundraising Managers 11-2031.
- (5) Graphic Designers 27-1024.
- (6) Broadcast News Analysts 27-3021.
- (7) Reporters and Correspondents 27-3022.
- (8) Writers and Authors 27-3043.
- (9) Photographers 27-4021.
- (10) Camera Operators, Television, Video, and Motion Picture 27-4031.
- (11) Film and Video Editors 27-4032.

f. Related Military Skill

- (1) Broadcaster, 4313.
- (2) Production Specialist, 4612.
- (3) Combat Photographer, 4641.
- (4) Combat Camera Chief, 4691.

MGySgt	4313	4341
MSgt	4313	4341
GySgt	4313	4341
SSgt	4313	4341
Sgt	4313	4341
Cpl	4313	4341
LCpl	4313	4341
PFC	4313	4341
Pvt	4313	4341

MOS	Title
4313	Broadcaster (NMOS)
4341	Mass Communicator (PMOS)

Figure 3-22.--Public Affairs

MOS 4341, Mass Communicator (PMOS)

MGYSGT	Required Training:	Joint Senior Enlisted Public Affairs Course (A180AG2)
	Skill Progression:	
	Skill Enhancement:	Digital Multimedia Course
		Joint Expeditionary Public Affairs Course (JEPAC)
		Joint Intermediate Public Affairs Course (A18DC32)
	MOS Assignment:	OPFOR: MARFOR/MCPASE SE: HQMC/DMA

MSGT	Required Training:	Joint Senior Enlisted Public Affairs Course (A180AG2)
	Skill Progression:	
	Skill Enhancement:	Digital Multimedia Course
		Joint Expeditionary Public Affairs Course (JEPAC)
		Broadcast Management Course (BMC)
	MOS Assignment:	OPFOR: MARFOR/MEF SE: AFN/HQMC/Joint Duty

GYSGT	Required Training:	Joint Intermediate Public Affairs Course (A18DC32)
	Skill Progression:	
	Skill Enhancement:	Broadcast Management Course
		Joint Expeditionary Public Affairs Course (JEPAC)
		PA Officer Qualification Course (A18DCA2)
	MOS Assignment:	OPFOR: MARFOR/MEF/MEU/MCPASE SE: AFN/HQMC/JOINT DUTY/DMA/MCI/DINFOS/MCRC

SSGT	Required Training:	PA Officer Qualification Course (A18DCA2)
	Skill Progression:	

Figure 3-22.--Public Affairs

	Skill Enhancement:	Content Management Course (A1843D2) Advanced Electronic Journalism Course (A18PNL2) Intermediate Photojournalism Course Broadcast Management Course Marketing and Public Affairs Representative Course (Recruiting Command) Joint Expeditionary Public Affairs Course (JEPAC) Military Photojournalism Course (Syracuse University) Military Motion Media Course (Syracuse University)
	MOS Assignment:	Digital Multimedia Course OPFOR: MARFOR/MEF/MCPASE SE: AFN/HQMC/JOINT DUTY/MCI/DINFOS/DMA/MCRC DISTRICT

SGT	Required Training:	Intermediate Public Affairs Specialist Course (IPASC)
	Skill Progression:	
	Skill Enhancement:	Content Management Course (A1843D2) Intermediate Photojournalism Course Advanced Electronics Journalism Course Marketing and Public Affairs Representative Course (Recruiting Command) Military Photo-journalism Program (Syracuse University) Military Motion Media Studies (Syracuse University)
	MOS Assignment:	OPFOR: MARFOR/MEF/MCPASE SE: AFN/HQMC/DINFOS/DMA/MCI/MPA

CPL	Required Training:	Intermediate Public Affairs Specialist Course (IPASC)
	Skill Progression:	

Figure 3-22.--Public Affairs (continued)

	Skill Enhancement:	Advanced Electronics Journalism Course Marketing and Public Affairs Representative Course (Recruiting Command) Electronic Journalism Course Intermediate Photo-journalism Course Digital Multimedia Course
	MOS Assignment:	Content Management Course (A1843D2) OPFOR: MARFOR/MEF/MCPASE SE: AFN/HQMC/DMA/MCI/MCRC

LCPL	Required Training:	Basic Public Affairs Specialist/ Writers Course Electronic Journalism Course (A1843G2) Electronic Journalism Course or Basic Combat Correspondents Course (BCC)
	Skill Progression:	
	Skill Enhancement:	Editors Course Basic Combat Correspondent's Course (BCC)
	MOS Assignment:	OPFOR: MARFOR/MEF/MCPASE SE: AFN/MCI/MCRC District/DMA

PFC	Required Training:	Basic Public Affairs Specialist/ Writers Course Electronic Journalism Course (A1843G2)
	Skill Progression:	
	Skill Enhancement:	Basic Combat Correspondent's Course (BCC)
	MOS Assignment:	OPFOR: MARFOR/MEF SE: AFN/DMA/MCI/MCRC/MCRC DISTRICT

PVT	Required Training:	Basic Public Affairs Specialist/ Writers Course Basic Combat Correspondent's Course (BCC) Electronic Journalism Course (A1843G2) Electronic Journalism Course or Basic Combat Correspondents Course (BCC)
	Skill Progression:	
	Skill Enhancement:	
	MOS Assignment:	OPFOR: MARFOR/MEF SE: AFN/DMA/MCI/MCRC/MCRC DISTRICT

Figure 3-22.--Public Affairs (continued)