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Chapter 1

Public Affairs (Career Management Field 46) Career Progression Plan

1–1. Duties

Public Affairs is a unique career management field, established to provide senior leaders and commanders with the expertise required to fulfill the Army's Title 10 U.S.C. communication and Visual Information (VI) requirements. Public Affairs leads information advantage activities to deter aggression, reassure partners and allies of American commitment and capabilities, and to set the conditions necessary for trust and support from civilian leadership and the American public. Career Management Field (CMF) 46 Soldiers plan and execute missions that directly impact the information environment across the competition continuum. CMF 46 Soldiers serve at the tactical, operational, strategic, and Enterprise level. Public Affairs Units (SRC 45) are organized, trained, and equipped to rapidly-deploy in support of Army and Joint headquarters in order to provide full Public Affairs and Visual Information capabilities. CMF 46 Soldiers are vital to commanders' communication strategies and all operations. CMF 46 comprises five military occupational specialties (MOS): Public Affairs Mass Communications Specialist (46S), Visual Information Equipment Operator-Maintainer (46T), Visual Information Specialist (46V), Visual Information Operations Chief (46Y), and Chief Public Affairs NCO (46Z).

1–2. Transformation

CMF 46 Soldiers must be physically fit, demonstrate high levels of personal discipline, and possess the ability to operate proficiently and independently in their assigned tasks. They must be critical thinkers and planners with operational and strategic mindsets. They must understand Army processes and operations, be adaptable and self-motivated, and effectively integrate and contribute to command staffs. CMF 46 Soldiers must possess capabilities grounded in doctrine, supported by a deliberate range of education, to provide commanders with adaptable, flexible, and versatile communication guidance. Effectiveness in current and future information environments requires CMF 46 Soldiers to communicate clearly, mediate and build relationships, and employ critical thinking to strategic objectives, while maintaining technical proficiency. Often serving alongside Functional Area (FA) 46 officers, CMF 46 Soldiers use their knowledge and experience to manage tactical Public Affairs resources while advising commanders and staffs on strategic resources. CMF 46 Soldiers must continually develop their understanding of communication strategy, tactics and techniques, and master the seven core Public Affairs tasks: (1) provide advice and counsel to commanders, (2) conduct Public Affairs and Visual Information planning, (3) conduct Public Affairs training, (4) conduct media facilitation, (5) conduct public communication, (6) counter misinformation and disinformation, and (7) conduct communications assessments. CMF 46 Soldiers will vigorously pursue military and civilian education to enhance their professional development and increase the capabilities they can provide to unit commanders and staff.

1–3. Recommended Career Management Self-Development

The proponent recommends the following for self-development and demonstrated excellence:

a. Private (E-1) – Specialist/Corporal (E-4).

(1) The quality and success of a Soldier's career is in direct proportion to the Soldier's commitment to excellence, regardless of the mission. Soldiers committed to achieving high goals will develop leadership skills and have the practical knowledge and ambition to put them to good use. Soldiers strive to continuously improve their basic Soldiering skills and critical tasks required by their MOS. Soldiers begin to familiarize themselves with the Military Decision Making Process (MDMP) and have an awareness of higher headquarters' communication priorities.

(2) Soldiers study the following military publications: FM 3-13, FM 3-61, AR 360-1, AR 601-208, TRADOC Pam 525-3-1, JP 3-61, ATP 6-02.40, DA Pam 25-91, AR 25-1, and AR 640-30. Soldiers become familiar with the following DoDI: 5040.02, 5040.07, 5120.04, 5120.20, 5122.08, 5160.48, 5230.16, 5400.14, 5400.17, 5405.03, 5410.01, 5410.16, 5410.19, and 5535.12.

(3) Competitions and boards such as Soldier of the Month/Quarter/Year broaden the knowledge base, instill discipline and improve the Soldier's ability to demonstrate proficiency and verbal communication. Soldiers can further distinguish themselves by earning the Expert Soldier Badge (ESB) and participating in the Best Squad Competition. Soldiers should also look to demonstrate both technical and tactical excellence during the SPC Hilda I. Clayton Best Combat Camera Competition.

(4) Soldiers will complete the Distributed Leader Course (DLC) 1 and prepare for the Basic Leader Course (BLC). Soldiers should seek to obtain recognition as the Distinguished Honor Graduate, Distinguished Leader, or Commandant's List.

(5) Soldiers should leverage distance-learning opportunities for self-development, college credit, and promotion points. Programs include the Army Learning Management System (ALMS) and Army e-Learning Program. CMF 46 Soldiers (MOS 46T, 46V) with Armed Services Vocational Aptitude Battery (ASVAB) scores below 100 should seek to improve their scores through the Basic Skills Education Program (BSEP), which is part of the Functional Academic Skills Training (FAST) Program. Taking additional civilian education courses, such as English composition and basic mathematics, will prepare Soldiers for the Armed Forces Classification Test (AFCT) and improve promotion potential. Soldiers should take advantage of Army following educational programs in pursuit of civilian education: College Level Examination Program (CLEP), Defense Activity for Non-Traditional Education Support (DANTES), and Tuition Assistance (TA)/Credentialing Assistance (CA). These self-development options are based on the Soldier's own desire to excel. Ample opportunities exist for Soldiers to participate in various correspondence courses to accomplish individual educational objectives.

(6) Soldiers should distinguish themselves through the annual Headquarters, Department of the Army (HQDA) MG Keith L. Ware (KLW) Communications Awards Competition. Soldiers who compete and win demonstrate their ability to excel in MOS-specific skills.

b. Sergeant (SGT/E-5).

(1) SGTs continue to improve their Soldier and MOS skills while mentoring others, strive to participate in MDMP, and seek to achieve a solid understanding of HQDA communication priorities, themes, and messages. SGTs also pursue mastery of direct leadership of their subordinates.

(2) SGTs understand all military publications referenced in paragraph 1-3a(2) and become familiar with AR 600-20, FM 3-0, STP 21-24-SMCT, ADP 6-22, and TC 7-22.7.

(3) SGTs use their experience to mentor junior enlisted Soldiers and encourage them to compete in Soldier boards outlined in paragraph 1-3a(3). SGTs should demonstrate their technical and tactical proficiency by competing in NCO boards such as NCO of the Month/Quarter/Year. Excellence in leadership should be demonstrated through inductions into SGT Audie Murphy and SGT Morales Clubs. SGTs can further distinguish themselves by earning the ESB and participating in the Best Squad Competition. SGTs should also look to demonstrate both technical and tactical excellence during the SPC Hilda I. Clayton Best Combat Camera Competition.

(4) SGTs will complete DLC 2 and prepare for the Advanced Leader Course (ALC). SGTs should seek to obtain recognition as the Distinguished Honor Graduate, Distinguished Leader, or Commandant's List.

(5) SGTs should take advantage of all military and civilian education opportunities outlined in paragraph 1-3(a)5. SGTs should seek to complete 40-hour courses which qualify them for key additional duties that directly support unit readiness, as outlined in AR 600-20 and AR 350-1. SGTs should continually broaden their individual Soldier and MOS skillsets through ALMS, Army e-Learning Program, and the Adobe Certified Expert or Resilience Building Leader Program certifications from the Army Credentialing Opportunities On-Line (COOL). SGTs should begin working towards earning college credit for an undergraduate degree. Civilian education is not required for promotion but can be a deciding factor for determining the most qualified NCOs.

(6) SGTs can distinguish themselves through the annual HQDA KLW Communications Awards Competition. SGTs who compete and win demonstrate their ability to excel in MOS-specific skills. SGTs can further distinguish themselves by competing for and winning the SGM Dawn Kilpatrick Memorial Scholarship.

(7) SGTs should return to the Defense Information School (DINFOS) and attend intermediate courses that broaden their technical ability and proficiency.

c. Staff Sergeant (SSG/E-6).

(1) SSGs are experts in all Soldier and MOS skills and tasks, as outlined in paragraph 1-3b. SSGs develop a solid understanding of Army operations and battle staff functions. SSGs demonstrate mastery of their direct leadership skills and seek to develop leadership abilities at the organizational level. SSGs become active participants in MDMP by applying HQDA communication priorities, themes, and messages to the planning and communication synchronization processes and products.

(2) SSGs strive for mastery of the military publications outlined in paragraph 1-3b and have a solid understanding of AR 623-3, DA Pam 623-3, and field-level maintenance manuals associated with their organizational equipment. SSGs will become familiar with the National Defense Strategy, Army Campaign Plan, and current Army initiatives.

(3) SSGs mentor junior enlisted Soldiers and NCOs to compete in Soldier boards as outlined in paragraphs 1-3(a) and 1-3(b). Excellence in leadership should be demonstrated through inductions into SGT Audie Murphy and SGT Morales Clubs. SSGs can further distinguish themselves by earning the ESB and participating in the Best Squad

Competition. SSGs should also look to demonstrate both technical and tactical excellence during the SPC Hilda I. Clayton Best Combat Camera Competition.

(4) SSGs will complete DLC 3 and prepare to attend the Senior Leader Course (SLC). SSGs should seek to obtain recognition as the Distinguished Honor Graduate, Distinguished Leader, or Commandant's List.

(5) SSGs continue broadening their skillsets through ALMS, Army e-Learning Program, and COOL outlined in paragraphs 1-3(a) and 1-3(b). SSGs should also look to complete the Senior Enlisted Joint Professional Military Education I (SEJPME) course. SSGs should continue progress toward an associate's degree. An associate's degree is not required for promotion but can be a deciding factor for determining the most qualified NCOs.

(6) SSGs can distinguish themselves through the annual HQDA KLW Communications Awards Competition. SSGs who compete and win demonstrate their ability to excel in MOS-specific skills. SSGs can distinguish themselves by competing and winning the SGM Dawn Kilpatrick Memorial Scholarship.

(7) SSGs should return to the DINFOS and attend intermediate courses to broaden their technical ability and proficiency.

d. Sergeant First Class (SFC/E-7).

(1) SFCs should demonstrate proficiency in communication planning, synchronization for MDMP product development, Army operations, battle staff functions, and HQDA communication priorities, themes, and messages. SFCs demonstrate organizational leadership abilities and expand their influence outside their specific Public Affairs element and command.

(2) SFCs have mastered the military publications outlined in paragraph 1-3c and study AR 350-1, AR 750-1, AR 600-20, DA Pam 600-25, Smartbook DA Pam 600-25. SFCs understand the National Defense Strategy, the Army Campaign Plan, and current Army initiatives.

(3) SFCs mentor junior enlisted Soldiers and NCOs to compete in Soldier boards as outlined in paragraphs 1-3a, 1-3b, and 1-3c and coach them in earning the ESB. Excellence in leadership should be demonstrated through inductions into SGT Audie Murphy and SGT Morales Clubs.

(4) SFCs will complete DLC 4 and prepare to attend the Master Leader Course (MLC). SFCs should seek to obtain recognition as the Distinguished Honor Graduate, Distinguished Leader, or Commandant's List.

(5) SFCs seek military training opportunities such as SEJPME II and the Tactical Information Operations Planner Course (TIOPC). SFCs should continue working toward a bachelor's degree. A bachelor's degree is not required for promotion but can be a deciding factor for determining the most qualified NCOs.

(6) SFCs can distinguish themselves by mentoring and inspiring their Soldiers and NCOs to compete and win in the HQDA KLW Communications Awards Competition. Excellence in leadership should be demonstrated through inductions into SGT Audie Murphy and SGT Morales Clubs. SFCs can further distinguish themselves by competing for and winning the SGM Dawn Kilpatrick Memorial Scholarship.

(7) SFCs should return to the DINFOS and attend advanced courses that broaden their technical ability and proficiency.

e. Master Sergeant/First Sergeant (MSG/1SG/E-8).

(1) MSGs maintain technical and tactical Soldier and MOS skills. MSGs display mastery of HQDA communication priorities, themes, and messages by leading communication planning and synchronization, and development of MDMP products. MSGs also demonstrate a complete understanding of Army operations and battle staff functions. MSGs demonstrate mastery of organizational leadership, expanding their influence outside their specific Public Affairs element or command, and develop proficiency in strategic leadership. MSGs should also demonstrate a mastery of executive communications.

(2) MSGs are completely versed in the military publications mentioned in paragraph 1-3d(2) as well as DA Pam 611-21, AR 350-1, AR 600-9, AR 601-280, AR 220-1, and TRADOC Pam 525-3-1. MSGs apply the concepts within the National Defense Strategy, the Army Campaign Plan, and current Army initiatives to Army, Joint, and combined operations.

(3) MSGs mentor and inspire junior enlisted Soldiers and junior NCOs to compete in Soldier boards as outlined in paragraphs 1-3a, 1-3b, and 1-3c.

(4) MSGs will complete DLC 5 and prepare to attend the Sergeants Major Academy (SGM-A). All MSGs seek to obtain recognition as the Distinguished Honor Graduate, Distinguished Leader, or Commandant's List.

(5) MSGs seek military training opportunities such as the Project Management Professional certification (PMP),

Lean Sigma 6, and Resilience Building Leader Program – Trainer certification. MSGs should be finishing their bachelor's degree and looking to pursue a master's degree.

(6) MSGs can distinguish themselves by mentoring and inspiring their officers, Soldiers, junior NCOs, and civilians to compete and win the HQDA KLV Communications Awards Competition. Excellence in leadership should be demonstrated through active participation in SGT Audie Murphy and SGT Morales Club events. MSGs further distinguish themselves by competing for and winning the SGM Dawn Kilpatrick Memorial Scholarship.

(7) MSGs should return to DINFOS and attend advanced courses to broaden their technical ability and proficiency.

(8) By exception to policy, MOS 46Y MSGs may request to fill authorized MOS 46Z MSG or 1SG positions.

(9) By exception to policy, MOS 46Z MSGs may request to fill authorized MOS 46Y MSG or 1SG positions.

f. Sergeant Major/Command Sergeant Major (SGM/CSM/E-9).

(1) The goal of the SGM is to continually advise commanders, staffs, and Public Affairs officers. They also provide expertise for all enlisted matters and enforce standards, discipline, and adherence to Army policy and doctrine. Outstanding communication skills are required by SGMs due to their scope of influence and often represent the command or Army in civic functions and must be skilled in community and public relations. SGMs should continually seek personal and professional development through a college education, from a degree-producing institution, related to their MOS. SGMs display mastery of Army and PA policy, programs, and processes. SGMs advise command/organization leaders on all aspects of information advantage activities. SGMs mentor, advise, and develop junior officers, NCOs, and civilians to employ communication strategies and plans consistent with the seven core Public Affairs responsibilities. They demonstrate mastery of strategic leadership by extending their influence across units/organizations, commands, and across the joint service, as applicable.

(2) SGMs are masters of the military publications mentioned in paragraph 1-3e and intimately familiar with the National Defense Strategy, the Army Campaign Plan, current Army initiatives, and their chain of command's professional reading list. SGMs are expected to further their comprehension and awareness of politics, geopolitical issues, and doctrine relating to Army operations.

(3) SGMs complete DLC 6.

(4) SGM/CSMs pursue additional educational and technical/professional certification opportunities in communication and Public Affairs-related disciplines. SGMs should continue working toward a master's degree. A master's degree is not required for promotion but can be a deciding factor for determining the most qualified NCOs.

(5) SGM/CSMs seek military training opportunities such as U.S. Army Sergeants Major Academy Fellowship, How the Army Runs (HTAR), Force Management Course, and Capabilities Development Course. SGMs should seek to attend the Sergeant Major Assessment Program.

(6) SGMs mentor and inspire officers, Soldiers, and civilians at every echelon of their command to compete and win in the HQDA KLV Communications Awards Competition, SPC Hilda I. Clayton Best Combat Camera Competition, and the SGM Dawn Kilpatrick Scholarship.

(7) By exception to policy, MOS 46Y SGMs may request to fill authorized MOS 46Z SGM positions.

(8) By exception to policy, MOS 46Z SGMs may request to fill authorized MOS 46Y SGM positions.

Chapter 2

Military Occupation Specialty 46S, Public Affairs Mass Communication Specialist

2-1. Major Duties

See Smartbook DA Pam 611-21, Chapter 10.

2-2. Prerequisites

See Smartbook DA Pam 611-21, Chapter 10.

2-3. Goals for Development

a. Private (E-1) - Specialist/Corporal (E-4).

(1) *Institutional Training.* DLC 1 and BLC.

(2) *Key Leadership Positions.* None. Soldiers should seek additional responsibility and take advantage of

opportunities that display leadership skills, initiative, and motivation.

(3) *Key Development Positions.* Pursue positions at a Public Affairs Detachment (PAD), Mobile Public Affairs Detachment (MPAD), or Theater Public Affairs Support Element (TPASE).

(4) *Broadening Assignments.* None.

(5) *Additional Training.* Airborne, Air Assault, and Mass Communication Foundations – Writing (MCF-W).

(6) *Self-development.* See paragraph 1-3a(5).

(7) *Special Assignments.* None.

b. Sergeant (SGT/E-5).

(1) *Institutional Training.* DLC 2 and the ALC. It is recommended that SGTs attend the Intermediate Photojournalism Course (IPC), Intermediate Public Affairs Specialist Course (IPASC), or the Intermediate Motion Media Course (IMMC).

(2) *Key Leadership Positions.* None. SGTs should seek increased responsibility and take advantage of opportunities that display leadership skills, initiative, and motivation.

(3) *Key Development Positions.* Pursue positions in Public Affairs (SRC 45 units), at the Brigade level, in Army Special Operations, and at American Forces Network (AFN) stations.

(4) *Broadening Assignments.* Pursue broadening assignments as an Instructor/Writer at DINFOS, Drill Sergeant, or Recruiter. Army National Guard Talent Development Program (ARNG TDP) (ARNG Only).

(5) *Additional Training.* Airborne, Air Assault, Jumpmaster, and Master Fitness Trainer (MFT).

(6) *Self-development.* See paragraph 1-3b(5).

(7) *Special Assignments.* Army Senior Leader Photographer.

c. Staff Sergeant (SSG/E-6).

(1) *Institutional Training.* DLC 3 and SLC. It is highly recommended that SSGs attend IPASC, IPC, and IMMC.

(2) *Key Leadership Positions.* Pursue positions as a Team NCO.

(3) *Key Development Positions.* Pursue positions as a Brigade Public Affairs NCOIC, AFN Operations, or other positions at Army Service Component Commands (ASCC) and Army Special Operations.

(4) *Broadening Assignments.* Pursue broadening assignments as a Small Group Leader (SGL), Instructor/Writer, Observer Controller/Trainer NCO, Recruiter, or Drill Sergeant, or Training with Industry (TWI). ARNG TDP (ARNG Only).

(5) *Additional Training.* Airborne, Battle Staff NCO (BSNCO), Equal Opportunity Leader (EOL), Jumpmaster, MFT, Master Resilience Trainer (MRT), Sexual Harassment/Assault Response Program (SHARP) Foundations Course, and SEJPME I.

(6) *Self-development.* See paragraph 1-3c(5).

(7) *Special Assignments.* Army Senior Leader Photographer.

2-4. Military Occupational Specialty 46S Professional Development Model

Access the 46S Printable Career Map on the Army Career Tracker (ACT) website under the "Plan" tab at the following link: <https://actnow.army.mil>. The 46S Professional Development Model is found in the Smartbook DA Pam 600-25 on milSuite at <https://www.milsuite.mil> or the Army G-1 Personnel website at <https://www.army.mil/G-1#org-g-1-publications>.

2-5. Military Occupational Specialty 46S Reserve Components

Whenever possible, duty assignments for career progression should parallel those of the Active Component (AC), although geographical limitations and lack of access to certain assignments will determine in what capacity a Reserve Component (RC) Public Affairs Soldier serves throughout their career.

a. U.S. Army Reserve (USAR). USAR Soldiers have many of the same training and duty assignment opportunities as their AC counterparts. Commanders and CSMs should make every effort to ensure their Soldiers are afforded the same additional training opportunities as the AC. Doing so allows their Soldiers to readily integrate into AC formations by having similar skill sets and experiences as their AC counterparts. USAR Soldiers should pursue leadership assignments in a PAD, Broadcast Operations Detachment (BOD), MPAD, TPASE, or major Support Commands. Soldiers should pursue

broadening assignments. Opportunities exist within the Active Guard Reserve (AGR) Program that allow for these opportunities as well as other supporting assignments in an active-duty status. USAR Soldiers can also volunteer for specified periods of active duty to complete specific missions Active Duty Operational Support (ADOS), being released upon completion of the mission to a traditional reserve status. AGR and ADOS Soldiers serving in training and operations supporting assignments should seek to attend the Training Plan Development Course and Army Training Requirements and Resources System (ATRRS) Course at a minimum. In addition to the HQDA KLV Communications Awards Competition, USAR Soldiers can further distinguish themselves by competing and winning in the LTC Wetzel “Scoop” Brumfield Mass Communications Competition (BMCC).

b. Army National Guard (ARNG). The ARNG has a unique dual mission, with both Federal (Title 10) and State (Title 32) responsibilities. During peacetime, the Governor commands ARNG forces through the State Adjutant General. The Governor can call the ARNG into action during local or statewide emergencies, including, but not limited, to severe storms, drought, forest fires, floods, and civil disturbances. In addition, the President of the United States can activate the ARNG to participate in Federal missions. When federalized, ARNG units are commanded by the Combatant Commander of the theater in which they are operating. The ARNG is a key element in the U.S. Army’s multicomponent unit force, training with AC and USAR units to ensure all three components work as a fully integrated team. In addition, State offices should make every effort to ensure their Soldiers are afforded the same additional training opportunities as the AC, as this practice allows their Soldiers to readily integrate into AC formations with similar skill sets and experiences as their AC counterparts.

Chapter 3

Military Occupation Specialty 46T, Visual Information Equipment Operator-Maintainer

3–1. Major Duties

See Smartbook DA Pam 611-21, Chapter 10.

3–2. Prerequisites

See Smartbook DA Pam 611-21, Chapter 10.

3–3. Goals for Development

a. Private (E-1) – Specialist/Corporal (E-4).

- (1) *Institutional Training.* DLC 1 and BLC.
- (2) *Key Leadership Positions.* None. Soldiers should seek responsibility and take advantage of opportunities that display leadership skills, initiative, and motivation.
- (3) *Key Development Positions.* Pursue positions at AFN or Army Special Operations.
- (4) *Broadening Assignments.* Pursue assignment at the Army Multimedia and Visual Information Directorate (AMVID).
- (5) *Additional Training.* Airborne and Air Assault.
- (6) *Self-development.* See paragraph 1-3a(5).
- (7) *Special Assignments.* Pursue special assignments at the White House Communications Agency (WHCA).

b. Sergeant (SGT/E-5).

- (1) *Institutional Training.* DLC 2 and ALC.
- (2) *Key Leadership Positions.* Pursue leadership positions as a Team Leader.
- (3) *Key Development Positions.* Pursue positions as a Studio Production Technician, Audio/Visual Technician, or positions at AMVID, AFN or Army Special Operations.
- (4) *Broadening Assignments.* Pursue broadening assignments as a Drill Sergeant, Recruiter, or an Instructor/Writer.
- (5) *Additional Training.* Jumpmaster and MFT.
- (6) *Self-development.* See paragraph 1-3b(5).
- (7) *Special Assignments.* Pursue special assignments at WHCA.

c. *Staff Sergeant (SSG/E-6)*.

- (1) *Institutional Training*. DLC 3 and SLC.
- (2) *Key Leadership Positions*. Pursue leadership positions as a Squad Leader.
- (3) *Key Development Positions*. Pursue positions as an Electronics Engineer, Senior VI Equipment Operator/Maintainer, Master Control Technician, or Operations NCO.
- (4) *Broadening Assignments*. Pursue broadening assignments as an SGL, Instructor/Writer, or assignments at AMVID. Regional Training Institute Instructor or ARNG Unit Readiness NCO (ARNG Only).
- (5) *Additional Training*. Broadcast Radio/Television System Maintenance Course (BRTSM), BSNCO, EOL, Jumpmaster, MFT, MRT, Visual Information Management Course (VIM), and SHARP Foundations Course, and SEJPME I.
- (6) *Self-development*. See paragraph 1-3c(5).
- (7) *Special Assignments*. Pursue special assignments at Special Mission Units (SMU) or WHCA.

3–4. Military Occupational Specialty 46T Professional Development Model

Access the 46T Printable Career Map on the ACT website under the “Plan” tab at the following link:

<https://actnow.army.mil>. The 46T Professional Development Model is found in the Smartbook DA Pam 600-25 on milSuite at <https://www.milsuite.mil> or the Army G-1 Personnel website at <https://www.army.mil/G-1#org-g-1-publications>.

3–5. Military Occupational Specialty 46T Reserve Component

The RC Soldier must possess the same qualifications and capabilities within the unit of assignment as their AC counterpart in a similar unit of assignment. Duty assignments for career progression do not parallel those of the AC. Assignments are constrained based on availability within their state or region.

Chapter 4

Military Occupation Specialty 46V, Visual Information Specialist

4–1. Major Duties

See Smartbook DA Pam 611-21, Chapter 10.

4–2. Prerequisites

See Smartbook DA Pam 611-21, Chapter 10.

4–3. Goals for Development

a. *Private (E-1) – Specialist/Corporal (E-4)*.

- (1) *Institutional Training*. DLC 1 and BLC.
- (2) *Key Leadership Positions*. None. Soldiers should seek responsibility and take advantage of opportunities that display leadership skills, initiative, and motivation.
- (3) *Key Development Positions*. None.
- (4) *Broadening Assignments*. None.
- (5) *Additional Training*. Airborne, Air Assault, Digital Multimedia Course (DMC), IMMC.
- (6) *Self-development*. See paragraph 1-3a(5).
- (7) *Special Assignments*. Pursue special assignments at WHCA or AMVID.

b. *Sergeant (SGT/E-5)*.

- (1) *Institutional Training*. DLC 2 and ALC.
- (2) *Key Leadership Positions*. Pursue leadership positions as a Team Leader.
- (3) *Key Development Positions*. Pursue positions at 55th Public Affairs Company (Combat Camera) or AMVID.
- (4) *Broadening Assignments*. Pursue broadening assignments as a Drill Sergeant, Recruiter, or an Instructor/Writer. ARNG TDP (ARNG Only).
- (5) *Additional Training*. DMC, IMMC, IPC, IPASC, Jumpmaster, MFT.
- (6) *Self-development*. See paragraph 1-3b(5).
- (7) *Special Assignments*. Pursue special assignments as a Walter Reed National Military Medical Center Medical

Photographer, Secretary of the Army Photographer, Army Chief of Staff Photographer, Army Senior Leader Photographer, or at WHCA.

c. Staff Sergeant (SSG/E-6).

- (1) *Institutional Training.* DLC 3 and SLC.
- (2) *Key Leadership Positions.* Pursue leadership positions as a Squad Leader or Operations NCO.
- (3) *Key Development Positions.* Pursue positions as a Senior VI NCO, Training Developer, Instructor/Writer, Observer Controller/Trainer NCO, AMVID, or in Army Special Operations.
- (4) *Broadening Assignments.* Pursue broadening assignments as a Drill Sergeant, Recruiter, SGL, or Recruiter.
- (5) *Additional Training.* BSNCO, EOL, Jumpmaster, MFT, MRT, VIM, SHARP Foundations Course, and SEJPME I.
- (6) *Self-development.* See paragraph 1-3c(5).
- (7) *Special Assignments.* Pursue special assignments at WHCA.

4-4. Military Occupational Specialty 46V Professional Development Model

Access the 46V Printable Career Map on the ACT website under the “Plan” tab at the following link: <https://actnow.army.mil>. The 46V Professional Development Model is found in the Smartbook DA Pam 600-25 on milSuite at <https://www.milsuite.mil> or the Army G-1 Personnel website at <https://www.army.mil/G-1#org-g-1-publications>.

4-5. Military Occupational Specialty 46V Reserve Component

The RC Soldier must possess the same qualifications and capabilities within the unit of assignment as their AC counterpart in a similar unit of assignment. Duty assignments for career progression do not parallel those of the AC. Assignments are constrained based on availability within their state or region. Geographical limitations will determine the types of units in which RC Soldiers may serve, The Army Training System (TATS) and NCO Education System (NCOES) satisfies professional development and functional area requirements. Reserve Component Soldiers may volunteer for specified periods of active duty to complete specific missions ADOS, being released upon completion of the mission to a traditional reserve status. In addition to the HQDA KLW Communications Awards Competition, RC Soldiers can further distinguish themselves by competing and winning in the LTC Wetzel “Scoop” Brumfield Mass Communications Competition (BMCC).

Chapter 5

Military Occupational Specialty 46Y, Visual Information Operations Chief

5-1. Major Duties

See Smartbook DA Pam 611-21, Chapter 10.

5-2. Prerequisites

See Smartbook DA Pam 611-21, Chapter 10.

5-3. Goals for Development

d. Sergeant First Class (SFC/E-7).

- (1) *Institutional Training.* DLC 4 and MLC.
- (2) *Key Leadership Positions.* Pursue leadership positions as a Multimedia NCOIC, Psychological Operations (PSYOP) Detachment NCOIC, or Platoon Sergeant.
- (3) *Key Development Positions.* Pursue positions as an Operations NCOIC, VI Manager, Training Developer, or Observer Controller/Trainer NCO.
- (4) *Broadening Assignments.* Pursue broadening assignments as a Senior SGL, Senior Drill Sergeant, Inspector General, Sexual Assault Response Coordinator, or Military Equal Opportunity (MEO) Advisor.
- (5) *Additional Training.* BSNCO, EOA, Jumpmaster, MFT, MRT, SEJPME II, SHARP Trainer, VIM, and TIOPC.
- (6) *Self-development.* See paragraph 1-3d(5).

(7) *Special Assignments*. None.

b. Master Sergeant/First Sergeant (MSG/1SG/E-8).

(1) *Institutional Training*. DLC 5 and SGM-A.

(2) *Key Leadership Positions*. Pursue leadership positions as a First Sergeant.

(3) *Key Development Positions*. Pursue positions as an Operations NCOIC at PSYOP Battalion, 55th Public Affairs Company (COMCAM), or a Senior Public Affairs NCO.

(4) *Broadening Assignments*. Pursue assignment as the AMVID NCOIC.

(5) *Additional Training*. Army Force Management Course (AFMC), Capabilities Development Course (CDC), and TIOPC. Reserve Component National Security Course (RCNSC) (USAR and ARNG Only).

(6) *Self-development*. See paragraph 1-3e(5).

(7) *Special Assignments*. Pursue special assignments as the Senior VI Career Field Manager, Senior Talent Management NCO, or the Army Artist-in-Residence.

c. Sergeant Major/Command Sergeant Major (SGM/CSM/E-9).

(1) *Institutional Training*. DLC 6, Battalion/Brigade Pre-Command Course, Nominative Leaders Course, and Keystone Course.

(2) *Key Leadership Positions*. None.

(3) *Key Development Positions*. Pursue positions as a Chief Public Affairs NCO.

(4) *Broadening Assignments*. Pursue assignments as a Garrison CSM, the Proponent SGM, HQDA Office of the Chief Legislative Liaison (OCLL) Fellow, Reserve Officers' Training Corps (ROTC) Instructor or SGM-A Instructor.

(5) *Additional Training*. AFMC, CDC, How the Army Runs (HTAR), SGM-A Fellowship, Public Affairs Communication Strategy-Qualification Course. RCNSC (USAR and ARNG Only).

(6) *Self-development*. See paragraph 1-3f(5).

(7) *Special Assignments*. Pursue special assignments as the Proponent SGM.

5-4. Military Occupational Specialty 46Y Professional Development Model

Access the 46Y Printable Career Map on the ACT website under the "Plan" tab at the following link:

<https://actnow.army.mil>. The 46Y Professional Development Model is found in the Smartbook DA Pam 600-25 on milSuite at <https://www.milsuite.mil> or the Army G-1 Personnel website at <https://www.army.mil/G-1#org-g-1-publications>.

5-5. Military Occupational Specialty 46Y Reserve Component

The integrated use of the RC, which includes the ARNG and AR, is essential to the successful accomplishment of military OPS. The RC represents substantive elements of the structure and capability of each service. The contributions of the RC cover the entire spectrum of forces from combat to general supporting forces. The RC Soldier must possess the same qualifications and capabilities within the unit of assignment as their AC counterpart in a similar unit of assignment. Duty assignments for career progression do not parallel those of the AC. Assignments are constrained based on availability within their state or region. Geographical limitations will determine the types of units in which RC Soldiers may serve, TATS and NCOES satisfies professional development and functional area requirements. This is the same for all Army components. Soldiers should pursue broadening assignments. Opportunities exist within the AGR that allow for these opportunities as well as other supporting assignments in an active-duty status. USAR Soldiers can also volunteer for specified periods of active duty to complete specific missions ADOS, being released upon completion of the mission to a traditional reserve status. AGR and ADOS Soldiers serving in training and operations supporting assignments should seek to attend the Training Plan Development Course and Army Training Requirements and Resources System (ATRRS) Course at a minimum. In addition to the HQDA KLV Communications Awards Competition, USAR Soldiers can further distinguish themselves by competing and winning in the LTC Wetzels "Scoop" Brumfield Mass Communications Competition (BMCC).

Chapter 6

Military Occupational Specialty 46Z, Chief Public Affairs NCO

6–1. Major Duties

See Smartbook DA Pam 611-21, Chapter 10.

6–2. Prerequisites

See Smartbook DA Pam 611-21, Chapter 10.

6–3. Goals for Development

a. Sergeant First Class (SFC/E-7).

- (1) *Institutional Training.* DLC 4 and MLC.
- (2) *Key Leadership Positions.* Pursue leadership positions as a PAD NCOIC or AFN Station Manager.
- (3) *Key Development Positions.* Pursue positions as a Public Affairs Operations NCO.
- (4) *Broadening Assignments.* Pursue broadening assignments as a Training Developer, Senior SGL, Senior Drill Sergeant, Inspector General, Sexual Assault Response Coordinator, MEO Advisor, or TWI.
- (5) *Additional Training.* Airborne, BSNCO, EOA, Joint Contingency Public Affairs Course (JCPAC), Joint Intermediate Public Affairs Course (JIPAC), Jumpmaster, MFT, MRT, SHARP Trainer, SEJPME II, and TIOPC.
- (6) *Self-development.* See paragraph 1-3d(5).
- (7) *Special Assignments.* None.

b. Master Sergeant/First Sergeant (MSG/1SG/E-8).

- (1) *Institutional Training.* DLC 5 and SGM-A.
- (2) *Key Leadership Positions.* Pursue leadership positions as a First Sergeant.
- (3) *Key Development Positions.* Pursue positions as a Senior Public Affairs NCO.
- (4) *Broadening Assignments.* Pursue broadening assignments as the Proponent NCOIC or an Office of the Chief of Public Affairs (OCPA) Regional Office NCOIC.
- (5) *Additional Training.* AFMC, CDC, JCPAC, JIPAC, TIOPC. RCNSC (USAR and ARNG Only).
- (6) *Self-development.* See paragraph 1-3e(5).
- (7) *Special Assignments.* Pursue special assignments as the Senior Talent Management NCO or Sergeant Major of the Army Public Affairs NCO.

c. Sergeant Major/Command Sergeant Major (SGM/CSM/E-9).

- (1) *Institutional Training.* DLC 6, Battalion/Brigade Pre-Command Course, Nominative Leaders Course, and Keystone Course.
- (2) *Key Leadership Positions.* Pursue leadership positions as the TPASE CSM, DINFOS CSM, or Garrison CSM.
- (3) *Key Development Positions.* Pursue positions as a Chief Public Affairs NCO.
- (4) *Broadening Assignments.* Pursue assignments at HQDA OCLL.
- (5) *Additional Training.* AFMC, CDC, HTAR or SGM-A Fellowship. RCNSC (USAR and ARNG Only).
- (6) *Self-development.* See paragraph 1-3f(5).
- (7) *Special Assignments.* Pursue special assignment as the Sergeant Major of Public Affairs.

6–4. Military Occupational Specialty Professional Development Model

Access to the CMF 46 Career Map is on the ACT website under the "career resources" tab at the following link: <https://actnow.army.mil>. The 46Z Professional Development Model is found in the Smartbook DA Pam 600-25 on milSuite at <https://www.milsuite.mil> or the Army G-1 Personnel website at <https://www.army.mil/G-1#org-g-1-publications>.

6–5. Military Occupational Specialty 46Z Reserve Component

The mission and duties for the ARNG and USAR Chief Public Affairs NCO are identical to those in the AC. Whenever possible, duty assignments for career progression should parallel those of AC, although geographical limitations and lack of access to certain assignments will determine in what capacity an RC Public Affairs Soldier

serves throughout their career. Soldiers should pursue broadening assignments. Opportunities exist within the AGR that allow for these opportunities as well as other supporting assignments in an active-duty status. USAR Soldiers can also volunteer for specified periods of active duty to complete specific missions ADOS, being released upon completion of the mission to a traditional reserve status. AGR and ADOS Soldiers serving in training and operations supporting assignments should seek to attend the Training Plan Development Course and Army Training Requirements and Resources System (ATRRS) Course at a minimum. In addition to the HQDA KLV Communications Awards Competition, USAR Soldiers can further distinguish themselves by competing and winning in the LTC Wetzel "Scoop" Brumfield Mass Communications Competition (BMCC).

Appendix A References

Section I Referenced Publications

AR 25-1

Army Information Technology

AR 220-1

Army Unit Status Reporting and Force Registration

AR 350-1

Army Training and Leadership Development

AR 360-1

The Army Public Affairs Program

AR 600-9

The Army Body Composition Program

AR 600-20

Army Command Policy

AR 601-208

The Army Marketing Program

AR 623-3

Evaluation Reporting System

AR 640-30

Official Army Photographs

AR 750-1

Army Materiel Maintenance Policy

Army Campaign Plan

Army Campaign Plan

ATP 6-02.40

Techniques for Visual Information Operations

DA Pam 25-91

Visual Information Procedures

DA Pam 600-25

U.S. Army Noncommissioned Officer Professional Development Guide

DA Pam 611-21

Military Occupational Classification Structure Development and Implementation

DA Pam 623-3

Evaluation Reporting System

DoDI 5040.02

Visual Information

DoDI 5040.07

Visual Information Productions

DoDI 5120.04

DoD Newspapers, Magazines, Guides, and Installation Maps

DoDI 5120.20

American Forces Radio and Television Services

DoDI 5122.08

Use of DoD Transportation Assets for Public Affairs Purposes

DoDI 5160.48

DoD Public Affairs and Visual Information Education and Training

DoDI 5230.16

Nuclear-Radiological Incident Public Affairs Guidance

DoDI 5400.14

Procedures for Joint Public Affairs Operations

DoDI 5400.17

Official Use of Social Media for Public Affairs Purposes

DoDI 5405.03

Development, Submission, and Approval of Proposed Public Affairs Guidance

DoDI 5410.01

Release of Information Concerning Accidents Involving Military Personnel or Equipment or Concerning Senior Personnel

DoDI 5410.16

DoD Assistance to Non-Government, Entertainment-Oriented Media Productions

DoDI 5410.19

Community Outreach Activities, Volumes 1-4

DoDI 5535.12

DoD Branding and Trademark Licensing Program Implementation

FM 3-0
Operations

FM 3-13
Information Operations

FM 3-61
Communication Strategy and Public Affairs Operations

JP 3-61
Public Affairs

National Defense Strategy
National Defense Strategy

STP 21-24-SMCT
Soldier's Manual of Common Tasks Warrior Leader Skill Level 2, 3, and 4

TC 7-22.7
The Noncommissioned Officer Guide

TRADOC Pam 525-3-1
The U.S. Army in Multi-Domain Operations

Glossary

Section I

Abbreviations

AC

Active Component

ACT

Army Career Tracker

ADOS

Active Duty Operational Support

AFCT

Armed Forces Classification Test

AFMC

Army Force Management Course

AFN

American Forces Network

AGR

Active Guard Reserve

ALC

Advanced Leader Course

ALMS

Army Learning Management System

AMVID

Army Multimedia and Visual Information Directorate

AR

Army Regulation

ARNG

Army National Guard

ARNG TDP

Army National Guard Talent Development Program

ASCC

Army Service Component Command

ASVAB

Armed Services Vocational Aptitude Battery

ATP

Army Techniques Publication

ATRRS

Army Training Requirements and Resources System

BLC

Basic Leader Course

BMCC

LTC Wetzel "Scoop" Brumfield Mass Communications Competition

BOD

Broadcast Operations Detachment

BRTSM

Broadcast Radio/Television System Maintenance Course

BSEP

Basic Skills Education Program

BSNCO

Battle Staff NCO Course

CDC

Capabilities Development Course

CLEP

College Level Examination Program

CMF

Career Management Field

COCOM

Combatant Command

COMCAM

Combat Camera

DANTES

Defense Activity for Non-Traditional Education Support

DINFOS

Defense Information School

DLC

Distributed Learning Course

DMC

Digital Multimedia Course

DoDI

Department of Defense Instruction

EOL

Equal Opportunity Leader

ESB

Expert Soldier Badge

FA

Functional Area

FAST

Functional Academic Skills Training

FM

Field Manual

HQDA

Headquarters, Department of the Army

HTAR

How the Army Runs

IMMC

Intermediate Motion Media Course

IPASC

Intermediate Public Affairs Specialist Course

IPC

Intermediate Photojournalism Course

JCPAC

Joint Contingency Public Affairs Course

JIPAC

Joint Intermediate Public Affairs Course

JP

Joint Publication

KLW

MG Keith L. Ware

MCF-W

Mass Communications Foundation-Writing

MEO

Military Equal Opportunity

MDMP

Military Decision Making Process

MFT

Master Fitness Trainer

MLC

Master Leader Course

MOS

Military Occupational Specialty

MPAD

Mobile Public Affairs Detachment

MRT

Master Resilience Trainer

NCOA

Non-commissioned Officer Academy

NCOES

Non-commissioned Officer Education System

NCOIC

Non-commissioned Officer-in-charge

OCLL

Office of the Chief Legislative Liaison

OCPA

Office of the Chief of Public Affairs

PAD

Public Affairs Detachment

PDM

Professional Development Model

PSYOP

Psychological Operation

RC

Reserve Component

RCNSC

Reserve Component National Security Course

ROTC

Reserve Officers' Training Corps

SGL

Small Group Leader

SGM-A

Sergeants Major Academy

SHARP

Sexual Harassment/Assault Response Program

SEJPME

Senior Enlisted Joint Professional Military Education

SLC

Senior Leader Course

SMU

Special Mission Unit

TA

Tuition Assistance

TATS

The Army Training System

TIOPC

Tactical Information Operations Planner Course

TPASE

Theater Public Affairs Support Element

TRADOC

U.S. Army Training and Doctrine Command

TSC

Theater Sustainment Command

TWI

Training with Industry

USAR

U.S. Army Reserve

VI

Visual Information

VIM

Vision Information Management Course

WHCA

White House Communications Agency