

Public Affairs Mass Communication Specialist





Welcome to The MPAD!



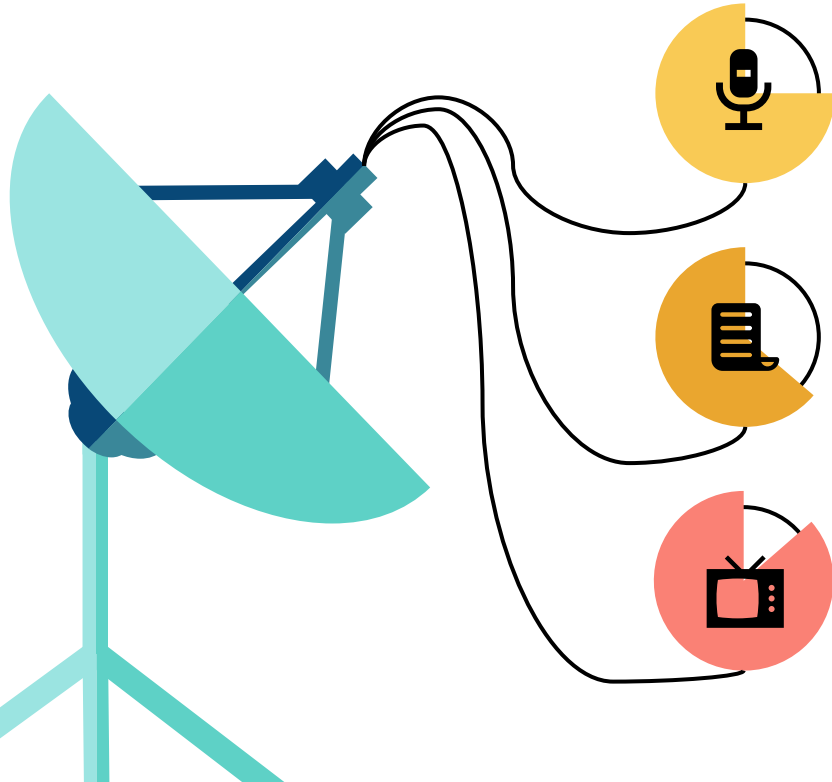


What Does a 46S Do?

As an Army Public Affairs Mass Communication Specialist, you'll supervise and assist administration of Army public affairs programs by researching, preparing, and distributing news releases, articles, web-based material, and photographs on Army personnel and activities.

You'll gather information within your unit and around the Army, you'll develop ideas for news articles, arrange and conduct interviews, write news releases, feature articles and editorials, and conduct media training.

Skills You'll Learn



Public Relations

Writing and Researching

Media and Communications

Content Writer

Journalist

Final Consumer



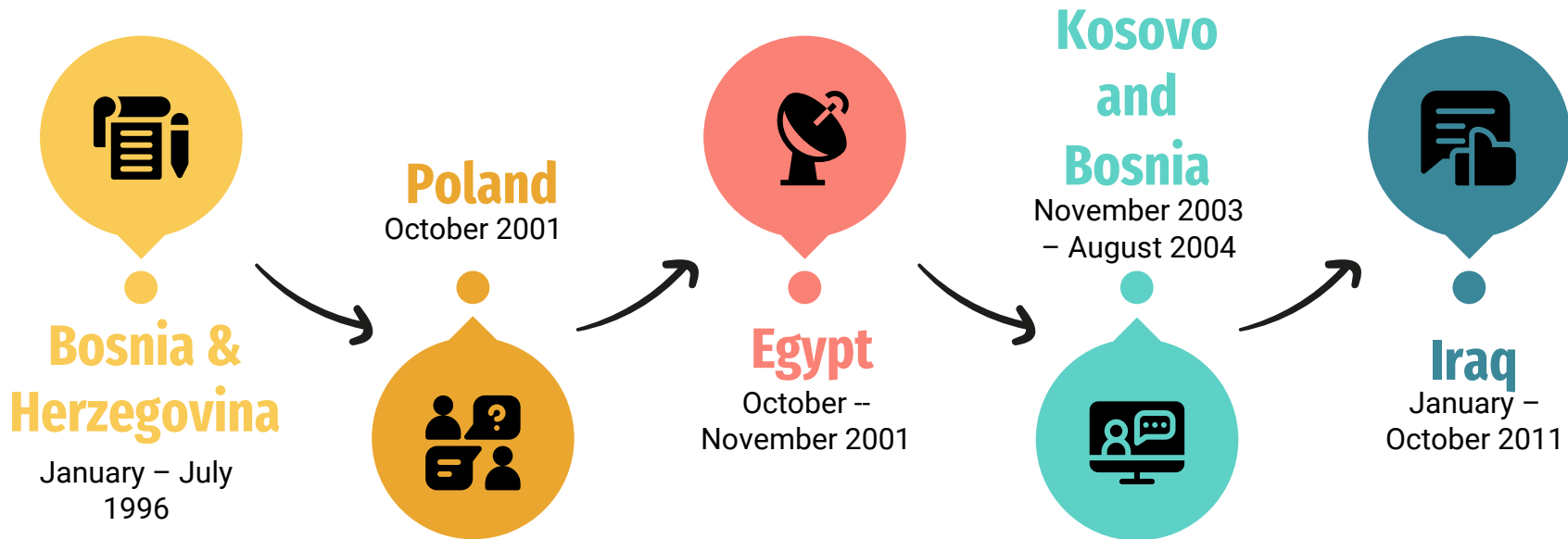
MPAD's Brief History

Mission in Focus

The 29th Mobile Public Affairs Detachment (MPAD) was officially formed as a unit in 1971, under the command and control of the Joint Force Headquarters located in Baltimore, Maryland.

The 29th MPAD has provided unparalleled public affairs support to America's Armed Forces deployed worldwide.

Overseas Deployments



DINFOS Curriculum



Communication Fundamentals

Command information, news articles, social media



Photography Fundamentals

Camera Op, editing, storytelling techniques, metadata, captions



Video Fundamentals

Develop script, audio techniques, prepare interview environment



Applied Photography

Using proper exposure, composition, focus, storytelling techniques, applied writing



Applied Communication

Community and media engagement, compose narratives

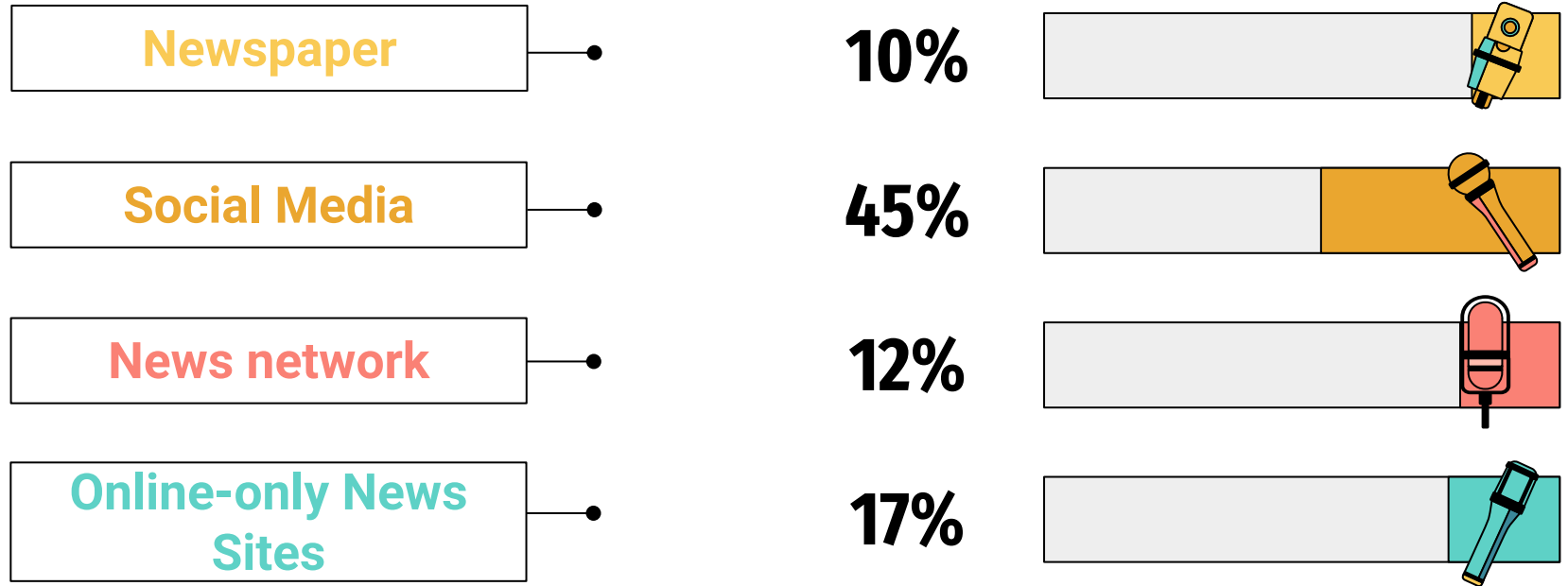


Multimedia Storytelling

Videography, graphic design

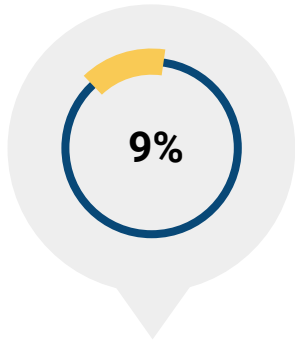
Preferred News Platform (Feb 2022)

Age Range: 18-34

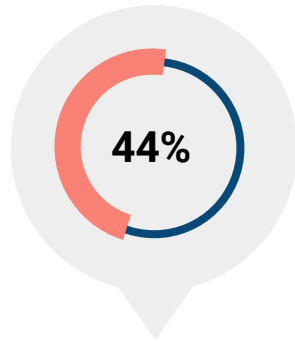


Preferred News Platform (Feb 2022)

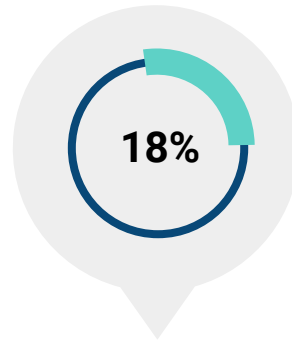
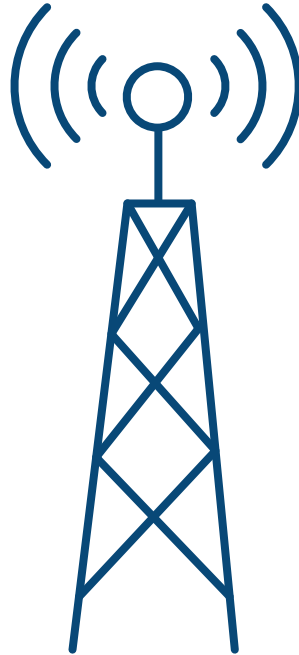
Age Range: 35-44



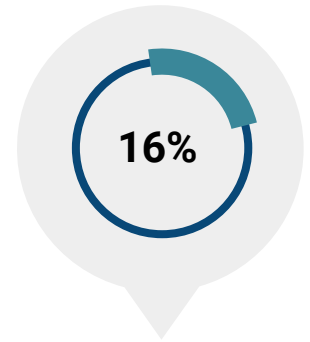
Newspaper



Social Media



News Network



Online-only News Sites

Preferred News Platform (Feb 2022)

Age Range: 45-64

10% Newspaper

Despite being red, Mars is actually a cold place. It's full of iron oxide dust



32% Network News

Venus has a beautiful name and is the second planet from the Sun

33% Social Media

Jupiter is a gas giant and the biggest planet in the Solar System

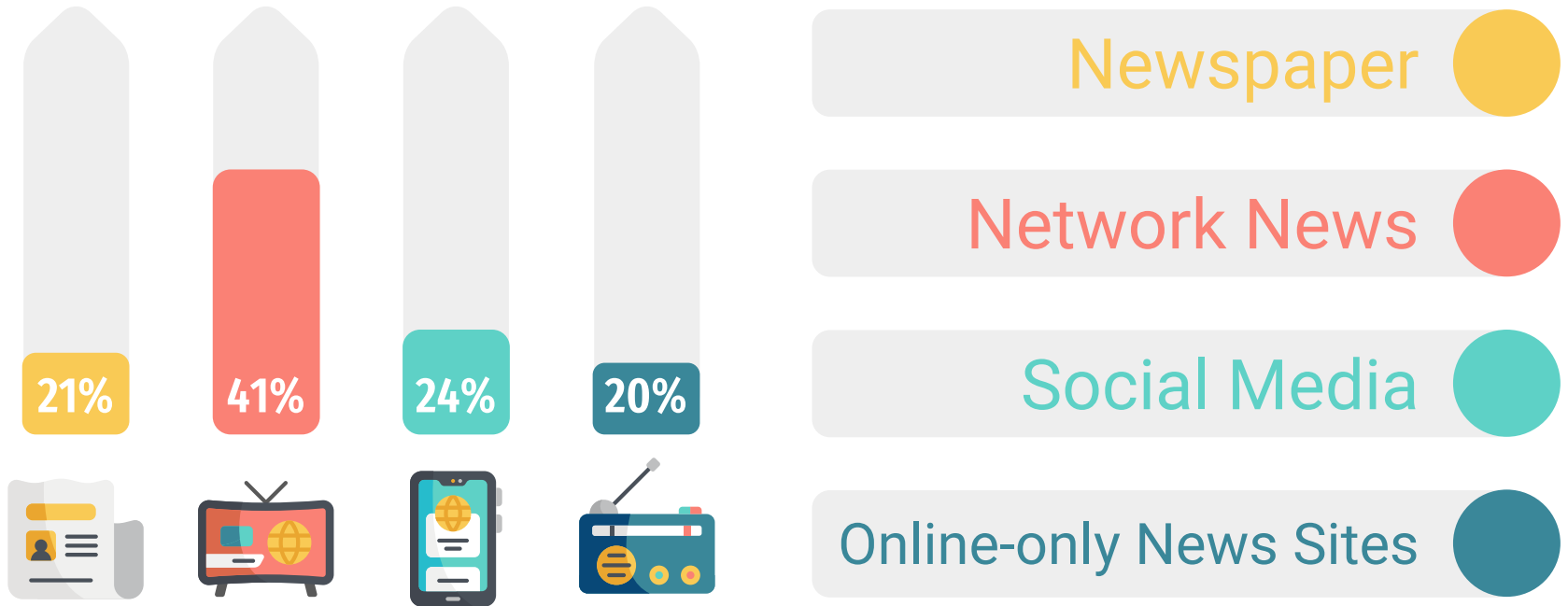


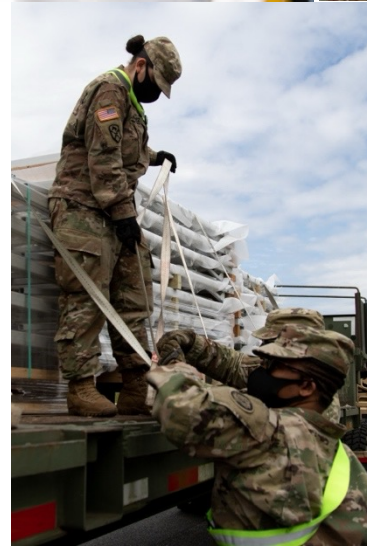
20% Online-only News Sites

Saturn is a gas giant, composed mostly of hydrogen and helium

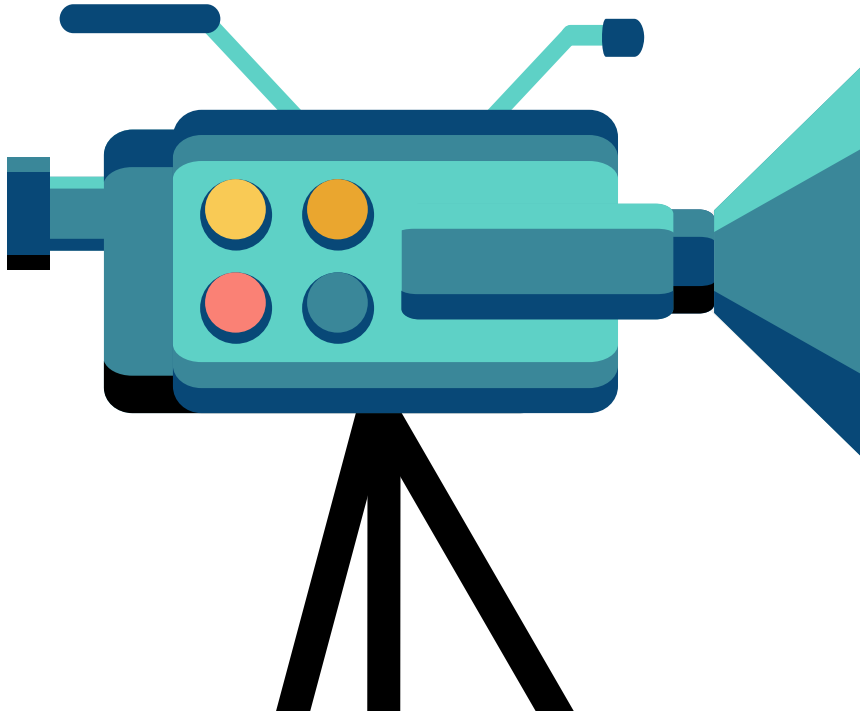
Preferred News Platform (Feb 2022)

Age Range: 65+





A Preview Into What We Do...



MDNG 2021 Best Warrior Competition Highlights



MD, UNITED STATES
03.14.2021

Video by Sgt. Chazz Kibler
29th Mobile Public Affairs Detachment

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Maryland Best Warrior Competition 2022

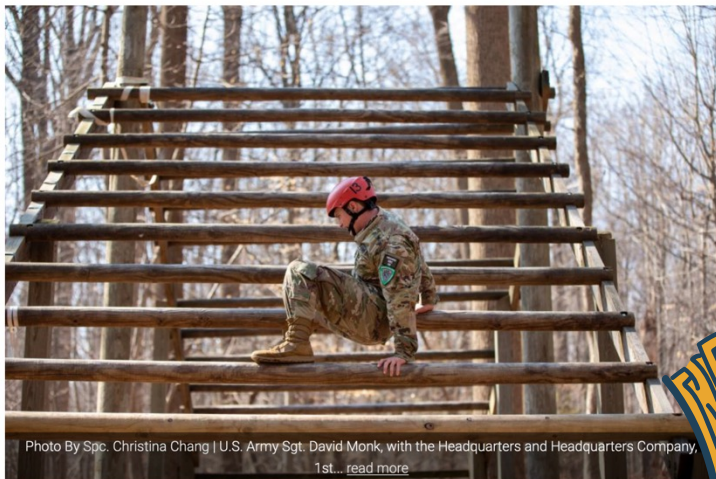


Photo By Spc. Christina Chang | U.S. Army Sgt. David Monk, with the Headquarters and Headquarters Company, 1st...

MD, UNITED STATES

03.13.2022

Story by Spc. Christina Chang

29th Mobile Public Affairs Detachment

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ABERDEEN, Md. - Over four intense days of sun and sleeting rain, ten Maryland Army National Guard Soldiers competed for the title of "Best Warrior" along with two soldiers from the Estonian Defense Force. The MDARNG hosted their annual Best Warrior Competition from March 10-13, 2022 at Aberdeen Proving Ground - South in Edgewood and H. Steven Blum Military Reservation in Glen Arm.

The BWC is a four-day competition featured events that were designed to test the physical abilities, leadership skills, teamwork and critical thinking of Soldiers.

U.S. Army Master Sgt. Amber Insley, the non-commissioned officer in charge of organizing the competition, was excited to see this year's BWC get back to more normalcy with the EDF returning. The Maryland National Guard has been a partner with Estonia since 1993 through the National Guard Bureau's State Partnership Program

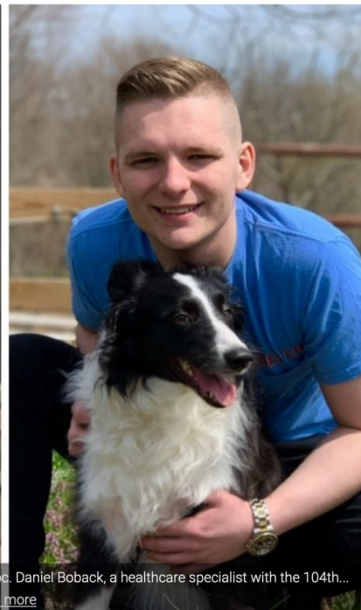
"This year, we're starting to break away from Covid operations," Insley said. "It was a great opportunity for the Soldiers to get back to a lot of the [basic] Soldier skills."



Unmasking Maryland's Citizen Soldiers



By Devon Bistarkey | U.S. Army National Guard Spc. Daniel Boback, a healthcare specialist with the 104th...



BALTIMORE, MD, UNITED STATES

04.15.2020

Story by Sgt. Devon Bistarkey

29th Mobile Public Affairs Detachment

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BALTIMORE, Md. (April 14, 2020) - As front-line personnel around the country provide services during the COVID-19 response donning protective equipment often obscuring their identity, a movement to portray the person behind the mask aims to bring comfort to the communities they serve. The Maryland National Guard is working to reveal the service members behind the mask.

As neighbors helping neighbors, each hidden face is a citizen soldier serving alongside state agencies to ensure each Marylander receives the care and services they need. For many, like Spc. Daniel Boback, a healthcare specialist with the 104th Medical Company Area Support, that meant putting school on hold to serve his community.

"It's very rewarding being able to help out during this crisis and also being able to have a job because a lot of people don't have that security right now," said Boback.

Possible Careers



Photographer: \$38,950
annual / \$18.73 per hour

40 

**Broadcast, Sound, and Video
Technicians:** \$49,050 annual
/ \$23.58 per hour

50 

**Film and Video Editors and
Camera Operators:** \$60,360
annual / \$29.02 per hour

60 

Public Relations Specialist:
\$62,800 annual / \$30.19 per
hour

63 

- <https://www.statista.com/statistics/717651/most-popular-news-platforms/>

