

**FY 19-21 Core Skills Requirements**  
**Public Affairs**  
**Subspecialty: 4400**  
**Curriculum: 920**

Billet subspecialty coding is to be based on the minimum education/training/experience level required for optimum performance. Public Affairs/4400 subspecialty coding is justified when, in addition to general criteria states in NAVPERS 15839 series (Manual of Navy Officer Manpower and Personnel Classification) Part B., the following specific criteria are satisfied:

1. CSR Competencies:

- a. The listed CSRs are a set of quantifiable skills, traits and experiences that a subspecialist must possess to perform at an acceptable level in a coded billet for the 4400/Public Affairs subspecialty.
  
- b. Public Affairs Subspecialty 4400 S-coded billets are authorized/justified when the billet requires the PAO to have a combination of intermediate-level professional experience and knowledge of public affairs.
  - i. CSR-1: Conduct basic media relations
  - ii. CSR-2: Articulate and communicate and the commander's vision, mission and objectives
  - iii. CSR 3: Create, review, distribute public affairs content and products
  - iv. CSR-4: Implement PA in an operational or high visibility environment
  
- c. Public Affairs Subspecialty 4400 R-coded billets are authorized/justified when the billet requires the PAO to have a combination of advanced-level professional experience and knowledge of public affairs.
  - i. CSR-1: Design effective public affairs plans and requirements
  - ii. CSR-2: Demonstrate advanced media relations skills and anticipate reactions
  - iii. CSR-3: Advise the Commander and communicate the Commander's vision
  - iv. CSR-4: Lead junior PAOS, enlisted Sailors, and civilians
  - v. CSR-5: Understand Joint warfighting basics

Enclosure (3)

- d. Public Affairs Subspecialty 4400 P-coded billets are authorized/justified when the billet requires the PAO to have completed an approved master's degree.
- e. Public Affairs Subspecialty 4400 Q-coded billets are authorized/justified when the billet requires the PAO to have a combination of advanced-level professional experience and knowledge of public affairs and have an approved master's degree.
  - i. CSR-1: Advise the Commander and staff as a strategic thinker
  - ii. CSR-2: Synchronize with interagency and foreign militaries
  - iii. CSR-3: Lead, advise, and align enterprise PA programs and personnel
  - iv. CSR-4: Understand intersection of policy and politics on command communications
  - v. CSR-5: Joint planning and implementation knowledge

2. Applicable Officer Designator(s)

- a. 165X

3. Educational and Significant Experience Criteria.

- a. Coded billets are authorized when the functions of the billet include one or more CSR competencies listed above. For additional clarification regarding definition of suffixes, refer to NAVPERS 15839I, Vol 1.
- b. Authorized Subspecialty Code suffixes represented in this table are annotated "X" for yes; unauthorized suffixes are left blank.

Subspecialty Code Suffixes Authorized				
Billet	Officer	Suffix	Definition	Notes
		C	Proven Doctor of Philosophy	
		D	Doctor of Philosophy	
	X	F	Proven Master's Degree that does not meet all ESRs	
X		H	Master's Degree desired, not required	
		L	Certificate degree at the Master's level	
		M	Proven Post Master's Degree graduate education	
		N	Post Master's Degree graduate education	
X	X	P	Master's Degree in approved Navy subspecialty	1
X	X	Q	Proven Master's Degree	2
X	X	R	Proven Significant Experience	3
X	X	S	Significant Experience obtained through billet or OJT	4

Note 1: Officer completes a master's degree as outlined in the Public Affairs 4400/920 ESR. The subspecialty can be awarded by a request from officers who obtain a master's degree independently in one of the following areas of study:

1. Mass Communication
2. Public Relations
3. Corporate Communications
4. Communications
5. Journalism

Note 2: Officer filled any combination of two R or S billets for at least 18 consecutive months and completed a master's degree as outlined in the Public Affairs 4400/920 ESR. The subspecialty can be awarded by an experience-based request using the CSRs.

Note 3: Officer serves any combination of two R or S billets for at least 18 consecutive months each. The subspecialty can be awarded by an experience-based request using the CSRs.

Note 4: Officer serves at least 18 consecutive months in a 4400S billet or submits an experience-based request using the CSRs.

4. Major Area Sponsor and Subject Matter Experts

a. Major Area Sponsor: [REDACTED] Vice  
Chief of Information.

b. Subject Matter Expert: [REDACTED]  
Manpower Assistant/Head of Officer Assignments, Navy  
Office of Information [REDACTED]

Approved:

[REDACTED]  
Vice Chief of Information

15 MAY 2020

Date

Approved:

[REDACTED]  
President, Naval Postgraduate School

28 MAY 2020

Date

Approved:

[REDACTED]  
Director, Warfighter Development  
(OPNAV N71)

3 Aug 2020

Date