



PAMBANSANG PUNONGHIMPILAN TANOD BAYBAYIN NG PILIPINAS
(National Headquarters Philippine Coast Guard)
139 25th St Port Area
1018 Manila

NHQ-PCG/CGPAS

03 May 2024

**CIRCULAR
NUMBER** **09-24**

**COAST GUARD PUBLIC AFFAIRS
SPECIALIZATION BADGE**

I. REFERENCE

HPCG Circular No. 06-10 dated 24 May 2010 "PCG Awards and Decorations".

II. PURPOSE

The circular prescribes the eligibility, authority and policies governing the award of the Coast Guard Public Affairs Specialization Badge.

III. OBJECTIVE

- A. To give identification to personnel who had undergone Public Affairs Specialization Course.
- B. To provide policies, guidance and procedures for recommending, processing, deliberating and conferring.

IV. SCOPE

This circular applies to all PCG personnel who had undergone Public Affairs Specialization Course.

V. THE COAST GUARD PUBLIC AFFAIRS SPECIALIZATION BADGE

- A. **Description:** The design of the Coast Guard Public Affairs Specialization Badge represents the following traditional and typical elements of the Coast Guard Service:

- 1. **Caduceus** - The caduceus, the staff of the Greek messenger God Hermes, is a symbol of printing associated with writing and eloquence.

2. **Camera** - This exemplifies the use of photography as the main medium for public affairs to create images and videos that aid in the proper conveyance of information.

3. **Quill** - The journalism and public affairs functional areas are indicated by the quill. The quill is positioned to strike the camera lens, signifying the veracity of each piece of information.

4. **Shield** - The timeless shape of a shield carries connotations of protection, strength and trust, making it a fitting symbol for the protection of truth.

5. **Laurel** - Laurel with 10 leaves, symbolizes the year when the CGPAS was founded in 2010. It also represents the honor, dignity and privilege of belonging to a virtuous institution where the public trust and quality are equally valued as part of the dedication to public service.

6. **Gold Color** - Gold represents attributes such as success, confidence, accomplishment and power.

B. **To Whom Awarded:** PCG Non-officers who satisfactorily graduated the Public Affairs Specialization Course.

C. **By Whom Awarded:** Commander, Coast Guard Public Affairs Service during the graduation ceremony of PASC Class.

D. **Requirement for the Award:**

1. Non-officer who had undergone the Public Affairs Specialization Course.

2. Approval of C, CGPAS upon recommendation of the Superintendent, CGPAS Training Institute.

E. **Dimensions:**

1. Height – 4 cm
2. Width – 3.5 cm



VI. POLICY GUIDELINES

C, CGPAS, upon recommendation of Superintendent, CGPAS Training Institute, has the authority to approve and grant the badge to the personnel who undergone the Public Affairs Specialization Course.

VII. MANNER OF WEARING

- A. The Coast Guard Public Affairs Badge will be three and a half centimeters in width and four centimeters in height at standing position.
- B. The Coast Guard Public Affairs Badge shall be worn at the left center pocket of the uniform just below the flap of the left pocket. The badge must be seen and recognizable as the specialization of the bearer.
- C. The Coast Guard Public Affairs Specialization Badge shall be worn in all uniforms authorized by the Philippine Coast Guard except Battle Dress Uniforms which a Coast Guard Public Affairs Specialization Patch will be worn in replacement of the Badge.

VIII. TRANSITORY PROVISIONS

Upon approval and effectivity of this circular, personnel who had taken the Public Affairs Specialization Course are the only personnel authorized to wear the badge.

IX. RESCISSION

Other policies that are inconsistent with this circular are hereby rescinded upon approval and effectivity of this circular.

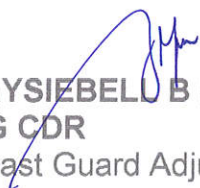

X. EFFECTIVITY

This Circular shall be implemented effective 26 April 2024.

BY COMMAND OF COAST GUARD VICE ADMIRAL PUNZALAN JR:

OFFICIAL:

DANN AUGUST A CARIÑO
CG CAPT
Acting Chief of Coast Guard Staff


JAYSIEBELL B FERRER
CG CDR
Coast Guard Adjutant 



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(National Headquarters Philippine Coast Guard)
COAST GUARD PUBLIC AFFAIRS SERVICE
139 25th St Port Area
1018 Manila

Proposed
Coast Guard Public Affairs Specialization Badge



1. Description and symbols are as follows:

Caduceus - The caduceus, the staff of the Greek messenger god Hermes, is a symbol of printing associated with writing and eloquence.

Camera - This exemplifies the use of photography as the main medium for public affairs to create images and videos that aid in the proper conveyance of information.

Quill - The journalism and public affairs functional areas are indicated by the quill. The quill is positioned to strike the camera lens, signifying the veracity of each piece of information.

Shield - The timeless shape of a shield carries connotations of protection, strength, and trust, making it a fitting symbol for the protection truth.

Laurel - Laurel with 10 leaves, symbolizes the year when the CGPAS was founded in 2010. It also represents the honor, dignity, and privilege of belonging to a virtuous institution where the public trust and quality are equally valued as part of the dedication to public service.

Gold Color - Gold represents attributes such as success, confidence, accomplishment, and power.

2. Guidelines in wearing the Coast Guard Public Affairs Specialization Badge:

- a. The Coast Guard Public Affairs Specialization Badge is awarded by the Commander, Coast Guard Public Affairs Service to the students who have

satisfactorily completed and complied to all requirements of the Public Affairs Specialization Course.

b. The Coast Guard Public Affairs Specialization Badge will be three and a half centimeters in width and four centimeters in height at standing position.

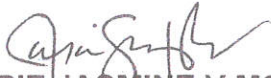
c. The Coast Guard Public Affairs Specialization Badge will be worn at the left center pocket of the uniform just below the flap of the left pocket. The badge must be seen and recognizable as a specialization of the bearer.

d. The Coast Guard Public Affairs Specialization Badge will be worn in all uniforms authorized by the Philippine Coast Guard except Battle Dress Uniforms which a Coast Guard Public Affairs Specialization Patch will be worn in replacement of the Badge.

Date Prepared: 05 March 2024

Prepared by:

Noted by:



DEBIE JASMINE V MOJADO
CG LTJG

Acting Admin and Personnel Officer, CGPAS



ARMANDO A BALILO
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Acting Commander, CGPAS

