



PAMBANSANG PUNONGHIMPILAN TANODBAYBAYIN NG PILIPINAS
(National Headquarters Philippine Coast Guard)
139 25th Street, Port Area,
1018 Manila

14 May 2020

CGPAO

CIRCULAR
NUMBER 04-20

COAST GUARD PUBLIC AFFAIRS BADGE

I. REFERENCES

- a. PCGM 07-01 "PCG Uniforms (S-2007)
- b. HPCG Circular Nr 06-10 dated 25 May 2010 re PCG Awards and Decorations"
- c. NHQ-PCG General Order Nr 12 dated 09 January 2020 re Approved Seal of Coast Guard Public Affairs Office

II. PURPOSE

This circular prescribes the policy and procedures governing the award of the Coast Guard Public Affairs Badge.

III. OBJECTIVES

- a. To recognize the qualification and competence of PCG personnel assigned in Coast Guard Public Affairs Office (CGPAO) and performing collateral duties as public affairs officer or practitioner to various units nationwide; and
- b. To provide policies, guidance and procedures for recommending, processing, deliberating, and conferring of the said badge.

IV. SCOPE AND APPLICABILITY

This circular applies to all PCG personnel who have served in the Coast Guard Public Affairs offices nationwide and are serving as collateral duties as Public Affairs Officers/practitioners at PCG districts, units and onboard PCG commissioned vessels and manned Bureau of Fisheries and Aquatic Resources (BFAR)-Monitor, Control and Surveillance vessels/offshore patrol vessels who are qualified to receive as per its salient provisions indicated in this circular.

V. THE COAST GUARD PUBLIC AFFAIRS BADGE

- a. **Description:** The badge reflects with the official seal of the Coast Guard Public Affairs Office in which PHILIPPINE COAST GUARD and 2010 can be seen inscribed on the blue ring to depict the service and year of renaming. To further

depict CGPAO's main functions, a camera aperture with digital background is set in front of the ring. A scroll with lightning bolt is also designed across the quill with another scroll as bottom banner with PUBLIC AFFAIRS inscribed.

The design of the Coast Guard Public Affairs Badge depicts the following elements with corresponding symbolisms:

Camera Aperture - This represents photography which serves as primary medium for public affairs to produce imagery and videos which support in the communications of accurate information.

Digital Background - In today's visual information era, the symbol represents the science beneath the art of public relations and public affairs. The PCG has reformed its communication and engagement with the general public on topics of mutual interest with the help of social media since 2011. As these platforms have dynamic and innovative capabilities, they have become tools to build awareness on how the PCG responds to crisis while we remain compliant with standards and policies set on what only to disclose.

Scroll - It connotes the arts and letters as the essential medium of propaganda for public affairs.

Quill - The quill identifies the functional area of public affairs and journalism. The quill is set against across a lightning bolt.

Lightning Bolt - It signifies the eloquence, illumination symbol of truth, knowledge and inspiration. This also symbolizes flash of insight and speed of transmital/broadcasting of information in a timely manner to improve public awareness of the operations thereby enhancing original credibility.

Service Name and Ribbon with Unit Name- The incorporation of the symbols represent to distinguish the CGPAO apart from other public affairs practitioners from military and other services worldwide fulfilling the public information needs of the general public.

Year 2010 - The year signifies when the CGPAO was renamed from Coast Guard Public Information Office effective 25 November 2010.

b. **To Whom Awarded:**

PCG personnel who meet either the following requirements shall be authorized to wear the aforesaid badge:

b.1. PCG Officers and Non-Officers who have served at CGPAO located at the National Headquarters Philippine Coast Guard for at least one (1) year;

b.2. PCG Officers who have served for a duration of one (1) year or accumulated twelve (12) months performing collateral duties as Public Affairs Officer/Public Information Officer/Spokesperson in PCG units nationwide;

b.3. PCG Officers and Non-Officers who have completed the **Public Affairs Course** as entry-level training offered by the CGCRS Training Institute which focuses training on photojournalism, media relations, crisis communication, editing and design, social media management and other aspects of the PCG's public affairs programs available.

c. **By Whom Awarded:**

The conferment of badge will be presided by the Commander, CGPAO or other competent officer on his/her behalf.

d. **Dimensions**

Overall Width	- 3.5 centimeters
Overall Height	- 3.5 centimeters
Diameter of Ring	- 2.9 centimeters



f. **Illustration**



VI. POLICIES AND PROCEDURES

1. The Commander, CGCRS upon recommendation from the Commander, CGPAO has the sole authority to approve the award of the Coast Guard Public Affairs Badge to qualified PCG personnel.
2. For the purposes of this circular, the Commander, CGPAO is designated competent authority who shall determine the qualification and certify the competence of personnel serving such duties; and
3. All other public affairs practitioners who have satisfied the requirements prior the effectivity of this circular shall also be awarded same.

VII. MANNER OF WEARING

- a. **Personnel currently performing public affairs duties** to include PCG commissioned vessels and manned BFAR MCS/OPV vessels as collateral Public Affairs Officer **shall wear the badge above the right breast pocket;** and
- b. The Coast Guard Public Affairs Badge is worn above the line of medals/ribbons above the **left breast pocket if not currently serving as public affairs practitioner;** and
- c. A uniform cloth patch of the CGPAO badge can be also worn in the same manner.

VII. RESCISSION

All provisions of the existing policies and regulations not consistent with the provisions of this policy are hereby rescinded or modified accordingly upon approval and subsequent publication of this Circular.

VIII. EFFECTIVITY

This policy shall take effect immediately upon publication and dissemination.

BY COMMAND OF ADMIRAL GARCIA PCG:

OFFICIAL:


LIEZEL B BAUTISTA
CDR **PCG**
Coast Guard Adjutant *Signature*

JOSE WILLIAM U ISAGA
RADM **PCG**
Chief of Coast Guard Staff