



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

NHQ-PCG/CGCRS

18 May 2021

CIRCULAR
NUMBER 08-21

MISSIONS, FUNCTIONS AND ORGANIZATION OF CIVIL RELATIONS GROUP

I. PURPOSE:

This Circular defines and prescribes the missions, functions and organizational structure of the Civil Relations Group (CRG).

II. MISSION:

To manage and coordinate all activities pertaining to community relations and public information programs between Coast Guard Districts and the local communities.

III. FUNCTIONS:

- a. To ensure public awareness of the functions and capabilities of the PCG and Civil Relations Service through tri-media events such as radio program interviews, press releases and television appearances.
- b. To undertake community relations activities, including but not limited to humanitarian assistance, disaster relief operations, religious activities, environmental enhancement, youth development programs, maritime and other activities independently or in coordination with other agencies, local government and private entities in order to promote and enhance the image of the PCG as a humanitarian organization;
- c. To implement and monitor a National Service Training Program (NSTP) and other social awareness and development activities in the CGD in order to promote active participation of the community, particularly the students and out-of-school youth, which will contribute to the over-all accomplishment of the missions and functions of the PCG;
- d. To ensure that the PCG community-related programs are well-represented and executed by the CGD, Coast Guard Stations (CGS) and Coast Guard Sub-Stations (CGSS) in their respective AORs;
- e. To develop and maintain historical artifacts, archives, events, and ensure essential information are studied, authenticated and preserved for public exhibit and historical accountings of the Coast Guard Districts;

- f. To supervise and monitor all PCGA activities of the District;
- g. To provide Information Graphics to the Headquarters of Coast Guard Districts (HCGD) that promotes the image of the PCG; and
- h. To carry out such other functions as Commander, CRS may direct.

IV. ORGANIZATION:

The CRG is the Operating Unit of the CGCRS headed by **Commander, Civil Relations Group (C, CRG)**. The following shall constitute as the staff offices and operating units of CRG:

A. Civil Relations Group

- a. Personal Staff
- b. Public Affairs Staff
 - 1. Media Relations Branch
 - 2. Public Information Branch
- c. Philippine Coast Guard Auxiliary Staff
- d. National Service Training Program Staff
- e. Community Relations Staff
- f. Information Development Staff

V. FUNCTIONAL RELATIONSHIP:

The CRG is the operating unit of the CGCRS that will cascade its core functions to the CGD which aim as the force provider to augment the Civil Affairs, Public Affairs and Information Support Affairs in order to promote the PCG efforts to its stakeholders within their area of responsibilities (AOR). The said unit will be under the operational control of its respective district while its administrative control is on CGCRS. CRG is staffed of personnel that represent the administrative and operational support functions of CGCRS:

A. Public Affairs:

- i. CRG is manned by personnel responsible for audio visual publication of actual and current CG Districts performance, activities and accomplishments to its official social media account or website;
- ii. Provides manpower and technical equipment for audio visual recording of CG Districts activities and important events;
- iii. C, CRG in prerogative of District Commanders, may act as CGD Spokesperson;
- iv. Conducts and facilitates media relations within the AOR of CGD; and
- v. Collaborates with Coast Guard Public Affairs Office (CGPAO) for posting of Major Activities of CGD to PCG Official Website and social media platforms.

B. Philippine Coast Guard Auxiliary

- i. Provides support to CGD Auxiliary;
- ii. Ensures that the PCGA of the Coast Guard Districts Community Project and Activity are documented, collected and reported to CGCRS and DC of CGS for Civil Relations Service, CG-7; and

- iii. Ensures that the PCGA are regularly provided with a satellite training program for their continuous development and uplifting their moral and welfare as volunteers of the Coast Guard Service.

C. National Service Training Program

- i. Supports the CGD to coordinate and facilitate the conduct of NSTP within their AOR; and
- ii. Supports and provides trained PCG instructor in universities with PCG NSTP program.

D. Information Development

- i. Assists the CGD to lay out strategic communication to its target audience, provide Psychological Operations and Actions to create collaborative cooperation of stakeholders for the success of PCG mission and harmonize relations between government and community within their AOR;
- ii. Assists the CGD thru its skilled trained personnel for audio visual, photo and video editing to lay out, information materials such as pamphlets, brochure, tarpaulins, magazines and audio visual presentation;
- iii. Serves as logistical link of CGD to CGCRS for the production of printed information materials and other necessary publishing materials for the use of CG Districts; and
- iv. Keeps essential electronic audio visual file for historical accounting of important activities and events conducted by the CGD.

E. Civil Affairs

- i. Assists and supports CGD to undertake community relations activities;
- ii. Assists and coordinates for collaborative cooperation of CGD and other stakeholders for community development;
- iii. Assists the District in organizing, training and equipping the community as essential requirement for emergency preparedness;
- iv. Assists the District in drafting youth development programs;
- v. Provides assistance to CGD on all environmental protection and maintenance activities;
- vi. Serves as logistical link of CGD to CGCRS to support community relations activities and temporary keep-safe of welfare goods and other materials before the conduct of community relations activities;
- vii. Assists the District in providing welfare to stranded passengers in maritime ports and rescued individuals from maritime incidents; and
- viii. Facilitates distribution, monitors status and accounting of welfare provisions for stranded passengers and rescued individuals from maritime incident to CGS, CGSS and its Search and Rescue (SAR) floating assets;



F. Historical Affairs

- i. Obtains Historical Data from CG Districts records, Libraries, archives and artifacts;
- ii. Determines the authenticity and significance of historical data;
- iii. Researches and establishes the historical developments of CG Districts, Stations, Sub-Stations and its other projects and programs;
- iv. Preserves artifacts and significant documents in CG Districts museum or libraries; and
- v. Assists the District in conducting public exhibits.

VI. DUTIES AND RESPONSIBILITIES

A. Commander, Civil Relations Group

- a. Primary responsible in the supervision of all operational and administrative matters/concern of the Group;
- b. Manages the activities of personnel engaged in all community-related programs;
- c. Responsible for the plans, and programs, formulation of policies and procedures to improve CRG administration and operations;
- d. With guidance from District Commander, establishes and maintains liaison with regional and local counterparts for the exchange of Civil Relations programs and exercises;
- e. Responsible for the records and updates to all data base systems (e.g relief goods and its recipient, after activity reports of conducted activities, list of participants); and
- f. Attends local and regional conferences, seminars and workshops relevant to the community services, with the guidance of the District Commander.

B. Personal Staff

- a. **Civil Relations Group Staff for Admin and Personnel, CRG-1**
 1. Assists the CO, CRG in carrying-out administrative and personnel functions of CRG;
 2. Assists and advises CO, CRG on matters pertaining to morale, welfare and discipline of non-officers;



3. Publishes, authenticates and distributes orders and other instructions issued by CO, CRG and Higher Headquarters;
4. Responsible in handling official correspondence and documents for the unit; and
5. Performs other tasks as directed by C, CRG.

b. Civil Relations Group Staff for Operations, CRG-3

1. Advises the C, CRG on all CRS operations conducted by the District;
2. Responsible for evaluation and dissemination of operational information;
3. Oversees all other staff in the performance of their duties; and
4. Perform other task as directed by C, CRG.

c. Civil Relations Group Staff for Logistics, CRG-4

1. Advises C, CRG on matters pertaining to logistics which include procurement, distribution and management of supplies and other resources to support the requirements and operations of the Group;
2. Ensures the implementation of the logistics programs of the CRG; and
3. Performs other tasks as directed by C,CRG.

c.1. Petty Cash Custodian

1. Responsible in ensuring that petty cash funds of the CRG are physically secured or attended by the authorized person at all times;
2. Ensures monthly reconciliations of the petty cash account balance to the amount of cash on hand;
3. Ensures replenishment of the petty cash funds should occur on a timely basis and should follow the procedures identified in procedures for replenishing petty cash funds; and
4. Ensures that the petty cash funds are only to be used for purposes that are permissible per PCG procurement and payment policy.



C. Public Affairs Staff

a. Media Relations Branch

1. Clerk, Media Relations Branch

- i. Informs the local media practitioners both print, radio and television of the activities and programs of the CG Districts;
- ii. Issues advisories through print/email for media coverage invitation with the guidance of District Commander;
- iii. Drafts and distributes press releases or press kits; and
- iv. Performs other tasks as directed by C, CRG.

2. Record Keeper, Media Relations Branch

- i. Keeps the records of all media practitioners within the AOR of the Coast Guard Districts, including its Stations and Sub-stations;
- ii. Monitors and updates any changes in the records; and
- iii. Performs other task as directed by C, CRG.

b. Public Information Branch

1. Photographer, Operations Section

- i. Responsible for the conduct of photo and video coverage of all the community-related activities/programs of the District;
- ii. Ensures maintenance and proper storage of raw and edited files of photos and videos, as well as its storage devices;
- iii. Acts as photographer and videographer during the conduct of activities within the District's AOR;
- iv. Responsible for the proper handling and maintenance of still and video cameras for optimum utilization; and
- v. Performs other task as directed by C,CRG.



2. Writer, Social Media Administrator

- i. Drafts Coast Guard-related news/ stories for publication/uploading on the official PCG social media platforms;
- ii. Reviews and evaluates written reports obtained from stations and sub-stations to confirm veracity of all the information and filter confidential facts and details; and
- iii. Verifies accuracy of questionable facts and obtains supplemental material and additional details from files, reference, and interview with knowledgeable sources.

D. Philippine Coast Guard Auxiliary (PCGA) Staff

a. Petty Officer-in-Charge, PCGA Staff

- i. Assists C, CRG in all PCGA-related activities in the District;
- ii. Responsible for maintaining an orderly document filing system and record-keeping of PCGA-related matters;
- iii. Drafts written communications concerning PCGA matters;
- iv. Maintains records of all the incoming and outgoing written communications concerning PCGA Squadrons under the Districts; and
- v. Perform other tasks as C, CRG may direct.

b. Clerk, PCGA Staff

- i. Assists the POIC, PCGA Affairs Branch in the performance of all PCGA Affairs Branch functions;
- ii. Maintains and updates the PCGA database;
- iii. Updates/monitors status of all ongoing communications within and outside PCG; and
- vii. Perform other tasks as C, CRG may direct.

E. National Service Training Program (NSTP) Staff

a. Petty Officer-in-Charge, NSTP Staff

- i. Performs all NSTP functions and acts in-charge in the implementation of NSTP Manual;

- ii. Assists the C, CRG in all matters related with NSTP, CHED and other school-related activities;
- iii. Drafts and reviews written communications relevant to NSTP activities and programs;
- iv. Supervises in maintaining an orderly document filing system;
- v. Maintains records of all NSTP documents; and
- vi. Perform other tasks as directed by C, CRG.

b. Clerk, NSTP Staff

- i. Assists the POIC, NSTP Branch in the performance of his duties and functions;
- ii. Drafts written communications relevant to NSTP activities and programs;
- iii. Acts as the office messenger;
- iv. Assists the POIC, NSTP Branch in coordinating with partner schools within the District's AOR;
- v. Perform other tasks as directed by C, CRG.

F. Community Relations (ComRel) Staff

a. Petty Officer In Charge, ComRel Staff

- i. Assists and supports C,CRG in conducting and participating in community-initiated activities within the District's AOR;
- ii. Assists in the monitoring and supervision of the community-based activities/programs of the PCG in the locality;
- iii. Responsible in establishing good partnership/linkages with NGAs, LGUs, NGOs and sectoral organizations for effective implementation of CRS programs and activities;
- iv. Conducts and facilitates CRS research and studies;
- v. Monitors the Welfare Goods storage if there's any, prior to the implementation of ComRel projects and programs of CG Districts;



- vi. Ensures all Welfare Goods are properly distributed for the use of CG Stations and CG Sub-Stations for their operational usage; and
- vii. Performs other functions as the C, CRG may direct.

b. Clerk, ComRel Staff

- i. Assists the POIC, COMRELS in the performance of his duties and functions;
- ii. Drafts written communications relevant to COMREL activities and programs;
- iii. Acts as office messenger;
- iv. Performs other functions as the C, CRG may direct.

G. Information and Development Staff

a. Petty Officer-in-Charge, Information Development Staff

- i. Facilitates production of any materials related to the group's mission;
- ii. Creates and maintains the process of production of information materials;
- iii. Ensures that electronic media materials with historical significance are well kept and stored;
- iv. Monitors and advises the C, CRG for any instructions from Coast Guard Historical Affairs guidelines in preserving artifacts essential to the historical accounts of the Coast Guard Districts; and
- v. Performs other functions as the C, CRG may direct.

b. Layout Artist, Information Development Staff

- i. Collects and assembles type styles and images, such as illustrations, photographs and drawings, to create a visual design in computer or on paper; and
- ii. Responsible in designing and lay-out of the infographic materials for magazines, newspapers and other promotional aids; and
- iii. Performs other functions as the C, CRG may direct.



VII. RESCISSION CLAUSE:

All publications inconsistent with this Circular are hereby modified or rescinded accordingly.

VIII. EFFECTIVITY:

This Circular shall take effect upon approval.

BY COMMAND OF ADMIRAL URSABIA:

OFFICIAL:

FERDINAN B PICAR
COMMO PCG
Chief of Coast Guard Staff


JAYSIEBEL B FERRER
CDR PCG
Coast Guard Adjutant

ANNEX A - Civil Relations Group Organizational Chart

**CIVIL RELATIONS GROUP
ORGANIZATIONAL CHART**

