

Instruction Sheet for the Candidate

Qualification	Communication Assistant (Content Writing)
Competency Standard	Draft Media Statements
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within 02 Hrs. time frame (for practical demonstration & assessment):</p> <ul style="list-style-type: none"> • Issue press releases • Answer Media queries • Write media statements
Time: 02 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Issue press releases</p> <ol style="list-style-type: none"> 1. Draft press releases from time to time about the new information related to the company. 2. Issue the press release after authorization <p>Answer Media queries</p> <ol style="list-style-type: none"> 3. Respond to media queries according to company policy 4. Share suitable information with the media. 5. Avoid commenting on the information about any competitor company. 6. Comment on the market share figures announced by the competitor company <p>Write Media statements</p> <ol style="list-style-type: none"> 7. Write vital information that people need to know. 8. Select your words carefully as it is a public record

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Communication Assistant (Content Writing)
Competency Standard	Draft Media Statements
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> Issue press releases Answer Media queries Write media statements

I can.....

Performance Criteria	Yes	No
1. Draft press releases from time to time about the new information related to the company.	<input type="checkbox"/>	<input type="checkbox"/>
2. Issue the press release after authorization	<input type="checkbox"/>	<input type="checkbox"/>
3. Respond to media queries according to company policy	<input type="checkbox"/>	<input type="checkbox"/>
4. Share suitable information with the media.	<input type="checkbox"/>	<input type="checkbox"/>
5. Avoid commenting on the information about any competitor company.	<input type="checkbox"/>	<input type="checkbox"/>
6. Comment on the market share figures announced by the competitor company	<input type="checkbox"/>	<input type="checkbox"/>
7. Write vital information that people need to know.	<input type="checkbox"/>	<input type="checkbox"/>
8. Select your words carefully as it is a public record	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Communication Assistant (Content Writing)
Competency Standard	Draft Media Statements
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-between; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> Name of the Assessor _____ Assessor's code: _____ Signature: _____

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment		✓					
Other Requirement							

Observation Checklist

Assessment Task	<ul style="list-style-type: none"> Issue press releases Answer Media queries Write media statements 		
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks
1. Draft press releases from time to time about the new information related to the company.			
2. Issue the press release after authorization			
3. Respond to media queries according to company policy			
4. Share suitable information with the media.			
5. Avoid commenting on the information about any competitor company.			
6. Comment on the market share figures announced by the competitor company			
7. Write vital information that people need to know.			
8. Select your words carefully as it is a public record			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>	

Knowledge Assessment

Qualification	Communication Assistant (Content Writing)
Competency Standard	Draft Media Statements
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-between; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)		Satisfactory	Not Satisfactory
1.	What is meant by company policies?		
2.	What is media statement?		
3.	Define press release.		

Feedback to the Candidate
Candidate's Signature _____ Assessor's Signature _____