

## Instruction Sheet for the Candidate

<b>Qualification</b>	Communication Assistant (Content Writing)
<b>Competency Standard</b>	Plan events and press conferences
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name_____
	Registration/Roll Number_____
<b>Guidance for Candidate</b>	<p><b>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration &amp; assessment):</b></p> <ul style="list-style-type: none"> <li>• Reveal the message</li> <li>• Schedule the date and time</li> <li>• Choose a venue</li> <li>• Contact Media</li> <li>• Follow up with the media</li> </ul>
<b>Time: 03 Hrs.</b>	During a practical assessment, under observation by an assessor, you are required to
<b>Minimum Evidence Required</b>	<p><b>Reveal the message</b></p> <ol style="list-style-type: none"> <li>1. Check the information carefully</li> <li>2. Summarize the message into a few key points.</li> <li>3. Convey the message via delivery tools (mail, email, social media etc.</li> </ol> <p><b>Schedule the date and time</b></p> <ol style="list-style-type: none"> <li>4. Set an appropriate date and time for the event/press conference.</li> <li>5. Make sure it is not in conflict with other events and media deadlines.</li> <li>6. Check with the local media for other such events around that time</li> </ol> <p><b>Choose a venue</b></p> <ol style="list-style-type: none"> <li>7. Select a central location with adequate resources</li> <li>8. Make necessary arrangements</li> </ol> <p><b>Contact Media</b></p> <ol style="list-style-type: none"> <li>9. Create a comprehensive mailing list of the editors (news channels, newspapers and radio news)</li> <li>10. Prepare a press advisory and mail it to media ahead of one week to the press conference</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Communication Assistant (Content Writing)
<b>Competency Standard</b>	Plan events and press conferences
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>Reveal the message</li> <li>Schedule the date and time</li> <li>Choose a venue</li> <li>Contact Media</li> <li>Follow up with the media</li> </ul>

I can.....

Performance Criteria	Yes	No
1. Check the information carefully	<input type="checkbox"/>	<input type="checkbox"/>
2. Summarize the message into a few key points.	<input type="checkbox"/>	<input type="checkbox"/>
3. Convey the message via delivery tools (mail, email, social media etc.	<input type="checkbox"/>	<input type="checkbox"/>
4. Set an appropriate date and time for the event/press conference.	<input type="checkbox"/>	<input type="checkbox"/>
5. Make sure it is not in conflict with other events and media deadlines.	<input type="checkbox"/>	<input type="checkbox"/>
6. Check with the local media for other such events around that time	<input type="checkbox"/>	<input type="checkbox"/>
7. Select a central location with adequate resources	<input type="checkbox"/>	<input type="checkbox"/>
8. Make necessary arrangements	<input type="checkbox"/>	<input type="checkbox"/>
9. Create a comprehensive mailing list of the editors (news channels, newspapers and radio news)	<input type="checkbox"/>	<input type="checkbox"/>
10. Prepare a press advisory and mail it to media ahead of one week to the press conference	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature\_\_\_\_\_ Assessor's Signature\_\_\_\_\_

Date: \_\_\_\_\_

## Assessors Judgement Guide

<b>Qualification</b>	Communication Assistant (Content Writing)
<b>Competency Standard</b>	Plan events and press conferences
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Signature: _____
<b>Assessment Outcome</b>	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> 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

<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>Reveal the message</li> <li>Schedule the date and time</li> <li>Choose a venue</li> <li>Contact Media</li> <li>Follow up with the media</li> </ul>			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Check the information carefully			
2.	Summarize the message into a few key points.			
3.	Convey the message via delivery tools (mail, email, social media etc.			
4.	Set an appropriate date and time for the event/press conference.			
5.	Make sure it is not in conflict with other events and media deadlines.			
6.	Check with the local media for other such events around that time			
7.	Select a central location with adequate resources			
8.	Make necessary arrangements			
9.	Create a comprehensive mailing list of the editors (news channels, newspapers and radio news)			
10.	Prepare a press advisory and mail it to media ahead of one week to the press conference			
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	Communication Assistant (Content Writing)
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<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	<div style="display: flex; justify-content: space-between; align-items: center;"> <span><b>COMPETENT</b> <input type="checkbox"/></span> <span><b>NOT YET COMPETENT</b> <input type="checkbox"/></span> </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 press conference?		
2.	What are the sources to contact media?		
3.	Define press advisory		

<b>Feedback to the Candidate</b>
<b>Candidate's Signature</b> _____ <b>Assessor's Signature</b> _____