

Instruction Sheet for the Candidate

Qualification	Public Relation Associate (Content Writing)
Competency Standard	Build Relationship with Media, Public and Stakeholders
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 03 Hrs. time frame (for practical demonstration & assessment):</p> <ul style="list-style-type: none"> • Build Relationship with Media • Develop Relationship with Public • Maintain Relationship with Stakeholders
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Build Relationship with Media</p> <ol style="list-style-type: none"> 1. Tie up relationship with print media. 2. Develop relationship with electronic media. 3. Arrange good media coverage for every event. 4. Circulate press releases to both print and electronic media. <p>Develop Relationship with Public</p> <ol style="list-style-type: none"> 5. Show presentation skills in public. 6. Show a courteous and polite behavior with the public to develop good relations. <p>Maintain Relationship with Stakeholders</p> <ol style="list-style-type: none"> 7. Communicate project scope with stakeholders. 8. Meet up with stakeholders who are resistant to change and then develop a good rapport with them. 9. Stay consistent with your messaging

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Public Relation Associate (Content Writing)
Competency Standard	Build Relationship with Media, Public and Stakeholders
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Build Relationship with Media • Develop Relationship with Public • Maintain Relationship with Stakeholders

I can.....

Performance Criteria	Yes	No
1. Tie up relationship with print media.	<input type="checkbox"/>	<input type="checkbox"/>
2. Develop relationship with electronic media.	<input type="checkbox"/>	<input type="checkbox"/>
3. Arrange good media coverage for every event.	<input type="checkbox"/>	<input type="checkbox"/>
4. Circulate press releases to both print and electronic media.	<input type="checkbox"/>	<input type="checkbox"/>
5. Show presentation skills in public.	<input type="checkbox"/>	<input type="checkbox"/>
6. Show a courteous and polite behavior with the public to develop good relations.	<input type="checkbox"/>	<input type="checkbox"/>
7. Communicate project scope with stakeholders.	<input type="checkbox"/>	<input type="checkbox"/>
8. Meet up with stakeholders who are resistant to change and then develop a good rapport with them.	<input type="checkbox"/>	<input type="checkbox"/>
9. Stay consistent with your messaging	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Public Relation Associate (Content Writing)
Competency Standard	Build Relationship with Media, Public and Stakeholders
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	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

Assessment Task	<ul style="list-style-type: none"> Build Relationship with Media Develop Relationship with Public Maintain Relationship with Stakeholders 		
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks
1. Tie up relationship with print media.			
2. Develop relationship with electronic media.			
3. Arrange good media coverage for every event.			
4. Circulate press releases to both print and electronic media.			
5. Show presentation skills in public.			
6. Show a courteous and polite behavior with the public to develop good relations.			
7. Communicate project scope with stakeholders.			
8. Meet up with stakeholders who are resistant to change and then develop a good rapport with them.			
9. Stay consistent with your messaging			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>	

Knowledge Assessment

Qualification	Public Relation Associate (Content Writing)
Competency Standard	Build Relationship with Media, Public and Stakeholders
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-around; 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.	Give any two examples of tactics to develop good relationship with the media.		
2.	Name any two ways of building a strong relationship with stakeholders.		
3.	Define public relations in terms of public dealing.		

4.	Define consistency of message in PR.		

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