



## **Regulated Qualifications Unit and Assessment Specification**

<b>Unit title</b>	Assist in the Production of Press Releases and Evaluate their Effectiveness
<b>Regulator unit code</b>	D/601/6199
<b>SQA unit code</b>	H851 62
<b>SSC Ref</b>	LE11

## History of changes

**Publication date:** July 2016

**Version:** 02 (October 2017)

<b>Version number</b>	<b>Date</b>	<b>Description</b>	<b>Authorised by</b>
02	October 2017	Unit Specification updated to reflect current Ofqual terminology.	Qualifications Officer

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## Regulated qualifications unit specification

<b>Title</b>	Assist in the Production of Press Releases and Evaluate their Effectiveness	
<b>Level</b>	2	
<b>Credit value</b>	4	
<b>Learning outcomes</b>	<b>Assessment criteria</b>	
<b>The learner will:</b>	<b>The learner can:</b>	
1 Understand how to prepare, produce and distribute a press release for a given event.	1.1 Describe the main organisational policies and procedures relating to the production of press releases.	1.2 Identify the intended audience, and describe at least one implication for selecting material.
	1.3 Describe the legal and ethical constraints associated with the production of a given press release.	
2 Be able to prepare the relevant information for a press release.	2.1 Identify and agree the need for and requirements of a press release with their supervisor.	2.2 Identify the resources and timescales needed to produce the press release with their supervisor.
	2.3 Confirm with their supervisor the style, intended audience, content, length and quality of the material required.	2.4 Collate factual and graphic material as directed.
3 Be able to draft and check a press release.	3.1 Prepare a draft copy and present it to their supervisor.	3.2 Confirm the requirements for the final material with their supervisor.
	3.3 Communicate appropriately as directed with designers, printers and (where used) publishers, in order to produce and deliver the material on time and within budget.	3.4 Check the material as directed identifying and remedying any errors or omissions within the limits of their responsibility.

<b>Learning outcomes</b>		<b>Assessment criteria</b>	
<b>The learner will:</b>		<b>The learner can:</b>	
4	Be able to demonstrate how to distribute a press release.	4.1	Carry out activities as directed to ensure the delivery and distribution to agreed parameters.
		4.2	Inform the relevant people about how the material can be obtained by the general public.
		4.3	Describe the process of publishing on the web.
5	Be able to evaluate the effectiveness of a press release.	5.1	Agree the criteria for evaluating the effectiveness of the press release with their supervisor.
		5.2	Carry out evaluation of the press release against agreed criteria and report the results to their supervisor.

<b>Additional information about the unit</b>
<b>Unit purpose and aim(s)</b>
The aim of this unit is to enable learners to assist in the preparation of information for the public and press, in the form of a press release. Learners will be able to demonstrate writing, editing and preparing a press release for publication, and will know what information to issue and how best to present it according to the nature of the audience. Learners will demonstrate an awareness of the legal and ethical considerations surrounding the release of information to the press and public, especially where sensitive or contentious issues are involved.
<b>Unit start date</b>
01/11/14
<b>Details of the relationship between the unit and relevant national occupational standards (if appropriate)</b>
N/A
<b>Details of the relationship between the unit and other standards or curricula (if appropriate)</b>
N/A
<b>Assessment requirements specified by a sector or regulatory body (if appropriate)</b>
Creative and cultural skills overarching assessment principles
<b>Endorsement of the unit by a sector or other appropriate body (if required)</b>
N/A
<b>Location of the unit within the subject/sector classification system</b>
9.2 Crafts, Creative Arts and Design
<b>Name of the organisation submitting the unit</b>
SQA
<b>Guided Learning Hours</b>
36

## Regulated qualifications assessment specification

### Assessment (evidence) requirements

Assessors must ensure that learners provide evidence to cover all the learning outcomes and assessment criteria.

This Unit is designed to assess the skills of learners in the workplace. Evidence of occupational competence should be generated and collected through performance in workplace conditions. This includes the knowledge-based learning outcomes and assessment criteria of the competence units.

These conditions would be those typical to the learner's normal place of work. The evidence collected under these conditions should also be as naturally occurring as possible. It is accepted that not all employees have identical workplace conditions and therefore there cannot be assessment conditions that are identical for all learners. However, assessors must ensure that, as far as possible, the conditions for assessment should be those under which the learner usually works.

Collection of evidence of performance can be used to substantiate, support and expand the evidence base for competent performance. This may include:

- ◆ Observation
- ◆ Product and photographic evidence
- ◆ Relevant active documentation, reports, presentations

#### **Performance evidence: Observation**

Observation of performance at work. Assessors must provide information about the context of the assessment.

#### **Performance evidence: Products**

Work products (such as reports, letters, memos, printouts, presentations, etc) are valuable items of performance evidence. Assessors are encouraged to assess work products and record the location of evidence within their assessment records. Assessment centres using 'paperless portfolios' should first discuss their approach to assessment with their awarding body.

### Guidance on methods/Instruments of assessment

This unit is designed to assess the knowledge of learners in the workplace. Learning outcomes may be assessed by a work-based assessment or by observation/product evidence/witness testimony. Online assessment may also be used. The collection of supplementary evidence of performance can be used to further substantiate, support and expand the evidence base for competent performance where this is necessary. This may be required depending on the size of the organisation in which the learner is working.

Supplementary evidence may include:

- ◆ Questioning
- ◆ Professional discussion
- ◆ Witness testimony
- ◆ Other valid evidence which relates directly to learner performance

## Guidance on methods/Instruments of assessment (cont)

### **Supporting evidence: Questioning**

Assessment by observation and examination of work products usually results in inferred knowledge. As a result, questions should only be asked to fill gaps where knowledge is not explicit. This style of assessment still requires the assessor to confirm how knowledge and understanding has been addressed but avoids over assessment of the learner.

Questioning includes: verbal and written questioning, questionnaires, work-based tasks, reflective accounts, case studies, professional discussion and feedback reports.

### **Supporting evidence: Professional Discussion**

Professional discussion is a single, or series of structured, planned and in-depth discussions which can be recorded electronically or manually in paper, computer, audio or video files. Professional discussions can be used to support observation reports, examination of work products and knowledge questionnaires. It is more usually used to fill in gaps in existing performance and knowledge evidence. It can be used formatively and summatively, and using it enhances the assessment process for both learners and assessors.

Professional discussion is used in holistic assessment, which is rigorous, informative and cost-effective, provided the learner is competent in their job role and ready to be assessed. If these conditions are met, assessors can plan to assess naturally-occurring 'evidence-rich' opportunities at work by observation, examination of work products, professional discussion and questioning knowledge within one assessment session. It is also possible for assessors to obtain witness testimonies at the same assessment session. Such a comprehensive activity is likely to focus on major work activities that demonstrate learner competence.

### **Supporting evidence: Witness Testimony**

Witness testimony can provide valuable evidence of learner competence. In line with established principles it must be:

- ◆ a clear, authentic statement indicating how the learner carries out their job
- ◆ dated, signed and include the job title of the witness

### **Supporting evidence: Other qualifications**

Other qualifications can be used as supporting evidence in a learner's portfolio. The qualification must be current and be benchmarked to one or more of the national occupational standards. However, it will only be supporting evidence, as assessors must still make judgements about how the learner demonstrates competence at work.

SQA's guide to assessment provides information on appropriate instruments of assessment. This guide is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment.

The guide to assessment can be downloaded free from SQA's website **[www.sqa.org.uk](http://www.sqa.org.uk)**.

Creative and cultural skills overarching assessment principles also supports the assessment of this unit.