

**STATEMENT OF WORK EXPERIENCE/LOGBOOK**

<b>Instructional Programme Code:</b>	50905412 National N Diploma: Public Relations
<b>SAQA Qualification ID:</b>	90674: National N Diploma, NQF Level 6, 360 credits
<b>SAQA Learning Programme ID:</b>	67042 National N Diploma: Public Relations

<b>Learner Details</b>	
<b>Name &amp; Surname:</b>	
<b>ID Number:</b>	

<b>Employer Details</b>	
<b>Company Name:</b>	
<b>Address:</b>	
<b>Supervisor Name:</b>	
<b>Work Telephone:</b>	
<b>E-Mail:</b>	

<b>Employer Details</b>	
<b>Company Name:</b>	
<b>Address:</b>	
<b>Supervisor Name:</b>	
<b>Work Telephone:</b>	
<b>E-Mail:</b>	

<b>Public Relations Compulsory subjects:</b>
<ul style="list-style-type: none"> <li>Public Relations N6</li> </ul>
<ul style="list-style-type: none"> <li>Information Processing N6</li> </ul>
Additional:
<ul style="list-style-type: none"> <li>Workplace Competencies</li> </ul>

### Public Relations

WM-01	Printing materials and publications		
	Scope Work Experience	Date	Signature
WA0101	Compile a portfolio of different publications, pamphlets and brochures, programmes and other marketing materials to use as reference points for new publications		
WA0102	Exposure to and participation in (and where possible assisting with and designing): <ul style="list-style-type: none"> <li>Selection of the type of media to use in specific situations</li> <li>Publications used by the company (house journals, pamphlets, brochures, annual reports, posters, display advertisements, etc.)</li> </ul>		
WA0103	Compile a list of suppliers and collect samples of different types of paper to be used in publications		
WA0104	Utilise social media (Facebook, twitter, Instagram) as public relations tools		
WA0105	Prepare and supervise the production of publicity brochures, handouts, direct mail		

	leaflets, promotional videos, photographs, films and multimedia programmes of the organisation		
	<b>Supporting Evidence</b>	Date	Signature
S0101	Presentations and Reports		
S0102	Diary, Planner & Reports		
S0103	Portfolio of evidence		
WM-02	Organisational media		
	<b>Scope Work Experience</b>	Date	Signature
WA0201	Plan for various organisational media publications and distribution to stakeholders		
WA0202	Identify, obtain agreement on and document publication objectives and central message consistent with messages in other organisational publications		
WA0203	Develop and obtain agreement on budgets and schedules with relevant stakeholders		
WA0204	Identify appropriate suppliers of goods and services and obtain quotations as required		
WA0205	Develop criteria to test and evaluate the success of the publication		
WA0206	Design and write publication text in accordance with communication objectives and house style		
WA0207	Check readability of material to ensure it is aligned to the target audience's reading levels		

WA0208	Test document with relevant stakeholders and incorporate findings in the final publication		
WA0209	Ensure publications, including any changes, comply with legal and ethical requirements		
WA0210	Select and contract suppliers to complete publication production processes		
WA0211	Distribute publication according to public relations plan		
WA0212	Evaluate aspects of the publication in line with stakeholder feedback and against evaluation criteria		
	<b>Supporting Evidence</b>	Date	Signature
SE0201	Media analysis Spreadsheet		
SE0202	Examples of publications		
SE0203	Submission documents		
<b>WM-03</b>	<b>Advertisements</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0301	Analyse various advertisements of the organisation and determine whether an advertisement meets the public relations requirements as per the policy and procedures		
WA0302	Answer enquiries in relation to advertisements		
WA0303	Compile a classified advertisement using given information		
	<b>Supporting Evidence</b>		
SE0301	Media analysis Spreadsheet		

SE0302	Advertisements designed		
SE0303	Queries answered		
<b>WM-04</b>	<b>Exhibitions</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0401	Compile a list and guideline to assist with preparing for an exhibition		
WA0402	Organise an exhibition on a relevant topic at the workplace		
WA0403	Draw the layout of the exhibition to assist with the set-up of the exhibition		
WA0404	Take responsibility for the exhibition and train support staff to man the exhibition		
	<b>Supporting Evidence</b>	Date	Signature
SE0401	Diary/Planner and Event Report		
SE0402	Photographs of exhibition		
SE0403	Feedback form participants		
<b>WM-05</b>	<b>Conferences and seminars</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0501	Plan and organize a simple conference and seminar which includes but is not limited to the following: press conferences, exhibitions, open days and press tours		
WA0502	Draw up a programme for the conference/seminar		

WA0503	Compile a conference file with supportive material which includes but is not limited to the following:  Presentations, Copies of CV's of speakers, name tags, attendance registers, any other related materials		
	<b>Supporting Evidence</b>		
SE0501	Project Plans		
SE0502	Reports		
	Conference/seminar pack		
<b>WM-06</b>	<b>Special Occasions</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0601	Plan and organize simple occasions that will promote the image of the company (social outings for staff, year-end functions, tours of the premises, ceremonial events, etc.)		
WA0602	Compile a programme which outlines the proceedings during the course of the occasion		
	<b>Supporting Evidence</b>	Date	Signature
S0601	Programme of event		
S0602	Reports		
<b>WM-07</b>	<b>Checklists for campaigns</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0701	Design a general checklist for any event		
WA0702	Design a master checklist		

WA0703	Design a crisis management checklist		
WA0704	Compile a checklist for organising conferences and exhibitions		
WA0705	Design a checklist for facilities, equipment and apparatus required		
	<b>Supporting Evidence</b>	Date	Signature
SE0701	Various checklists		
WM-08	<b>Sponsorships</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0801	Identify available sources of funding or sponsorship including criteria, conditions or constraints related to funding		
WA0802	Examine and agree upon budgets with senior management		
WA0803	Conduct research to identify the most appropriate target public for fundraising or sponsorship activities in accordance with organisation profile and requirements		
WA0804	Identify and consider legal and ethical requirements in relation to fundraising or sponsorship		
WA0805	Make recommendations for fundraising, sponsorship campaigns or activities based on research findings		
WA0806	Prepare and obtain agreement on a campaign plan for fundraising or sponsorship activities that meets organisational, ethical and legal requirements		

	<b>Supporting Evidence</b>		
SE0801	Campaign plan		
SE0802	Report		
<b>WM-09</b>	<b>Social responsibility</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0901	<p>Exposure to and participation in an elementary social responsibility programme of the company. This will include involvement in the following possible projects:</p> <ul style="list-style-type: none"> <li>• Possible community projects</li> <li>• Fund-raising</li> </ul>		
	<b>Supporting Evidence</b>	Date	Signature
SE0901	Project plans		
SE0902	Reports		
<b>WM-10</b>	<b>Public Relations and Research</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA1001	<p>Understand the basic principles of research and be exposed to and participate in the following:</p> <ul style="list-style-type: none"> <li>• Collecting information from internet, magazines, newspapers</li> <li>• Summarizing the main points</li> </ul>		
WA1002	Compiling a simple questionnaire to test opinion		
WA1003	Report on findings		
	<b>Supporting Evidence</b>		
SE1001	Reports		



### Information Processing

WM-01	Use Computer application software/ technology in an office environment		
	<b>Scope Work Experience</b>	<b>Date</b>	<b>Signature</b>
WA0101	Produce business documents using audio equipment or software e.g. short letters, circulars, letters of promotion, itineraries, fanfold brochures, financial statements, mail merge etc.		
WA0102	Demonstrate the skill of Touch Typing		
WA0103	Process reports		
WA0104	Produce meeting documents		
WA0105	Edit and enhance an existing presentation and understand and demonstrate the use of master templates		
WA0106	Adjust the use of graphs and charts in presentations		
WA0106	Demonstrate on-screen presentations		
	<b>Supporting Evidence</b>	<b>Date</b>	<b>Signature</b>
SE0101	Computerised documents e.g. short letters, circulars, letters of promotion, itineraries, fanfold brochures, financial statements		
SE0102	Useful and attractive presentations documents		
WM-02	Performing typing and word processing tasks in a business environment		
	<b>Scope Work Experience</b>	<b>Date</b>	<b>Signature</b>
WA0201	Create/type a variety of business-related letters and other correspondence using word processing software, depending on the nature of the business, on a letter head (where necessary)		
WA0202	Type documents relating to meetings		

WA0203	Create/type other documents, using word processing software, as required		
WA0204	Maintain electronic data through file and folder management using system software (eg Windows)		
WA0205	Apply word processing functions and formatting effectively to produce quality word processing documentation		
	<b>Supporting Evidence</b>	<b>Date</b>	<b>Signature</b>
SE0201	Letters concerning sales/marketing, orders, complaints, adjustments, dealing with enquiries, follow-up, recommendation, acknowledgement, resignation, employee-related letters (job offer, appointment, reference, termination etc), and cover letters		
SE0202	Notice of meeting, agenda, minutes		
SE0203	Examples: Circulars, itineraries, formal invitations, reports, statements, general notices, event material, promotional material, policies/procedures, registers, databases, and other documents as required		
SE0204	Well maintained file and folder/sub folder structure: Correct listing of files under relevant folder/sub folder categories, searching for files, copy / move / rename / delete files and folders		
SE0205	Effective use of the following <b>functions</b> : creating / saving / retrieving documents, editing / inserting / deleting text, spelling and grammar check, undo actions, move and copy text (copy/cut & paste), page layout, inserting tables & columns, adding headers and footers, page and section breaks, various printing options, and mail merge.		
SE0206	Effective use of <b>formatting</b> options for font (type, size, colour, style, subscript/superscript & other effects), paragraph settings (alignment, indentation, spacing, bullets and numbering, shading and borders), and ASCII codes.		
SE0207	Accuracy is of the utmost importance in all of this. Documentation and letters should be typed accurately in the time given.		

### Workplace Competencies

WM01	Personal Effectiveness Competencies		
	<b>Scope Work Experience</b>		
WA0101	Demonstrate sensitivity to the needs and feelings of others	Date	Signature
WA0102	Look for ways to help people and deliver assistance		
WA0103	Show understanding of others' behaviors and motives by demonstrating appropriate responses		
WA0104	Interact respectfully and cooperatively with others who are of a different race, culture, or age, or have different abilities, gender, or sexual orientation		
WA0105	Perform work-related duties according to laws, regulations, contract provisions, and company policies		
WA0106	Use company time and property responsibly		
WA0107	Take responsibility for accomplishing work goals within accepted timeframes.		
WA0108	Deal calmly and effectively with stressful or difficult situations.		
WA0109	Dress appropriately for occupational and worksite requirements		

WA0110	Project a professional image of oneself and the organization		
WA0111	Easily adapt plans, goals, actions, or priorities in response to unpredictable or unexpected events, pressures, situations, and job demands		
WA0112	Effectively communicate with all members of the group or team to achieve team goals and objectives		
WA0113	Provide prompt, efficient, and personalized assistance to meet the requirements, requests, and concerns of customers.		
<b>WM02</b>	<b>Select, use, and maintain tools and technology to facilitate work activity</b>		
WA0201	Operate tools, technology, and equipment in accordance with established operating procedures and safety standards		
WA0202	Seek out opportunities to improve knowledge of tools and technologies that may assist in streamlining work and improving productivity		
WA0203	Perform routine maintenance on tools, technology, and equipment		
<b>WM03</b>	<b>Professionalism</b>		
WA0301	Maintain composure and keep emotions in check.		
WA0302	Dress appropriately for occupational and worksite requirements.		
WA0303	Project a professional image of oneself and the organization.		

WA0304	Take pride in one's work and the work of the organization.		
WA0305	Take responsibility for completing one's own work assignments.		
WA0306	Diligently check work to ensure that all essential details have been considered.		