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# Level 3 Certificate in Public Relations

News Release

# Writing the Perfect News Release

- Writing the perfect news release can be achieved by everyone – there is no secret formula
- However, correct procedure for the layout of a news release **MUST** be followed
- Written in the correct style.
- A news release that reads like an advertisement will always fail.

- Students must comply with the following steps to gain the allocated marks for a news release. All instructions are now written in blue

Begin with (in the CENTRE of the page)

**NEWS FROM (insert company name)**

should be the top line of your news release

write underneath this heading (again in the centre)

**NEWS RELEASE**

insert the date of the news release and its reference number either on the left or right hand side

**Date: 1st January 2011**

**Reference: NR12/January**

If the release is embargoed insert the details and date now

- DO NOT at this stage:
  - write a company address
  - give any contact details
  - give any telephone numbers
  - Waste time by drawing logos or letter headings (no marks awarded for these)
- Now write the heading
  - NO MORE than seven words long (imagine it as a headline in a newspaper)

- For example:
  - “ACME Company to Launch a New Motor Car”  
(too long)
  - “ACME Launch New Car”  
(gives exactly the same information)
  - “ACME Company Recalls All One Kilo Bags of Rice”  
(too long)
  - “ACME Recalls Kilo Rice”  
(gives the same information)

- Marks will be lost if the headline is:
  - too long
  - is written in exaggerated or large text
  - is outlined, highlighted or underlined

# News Release Layout

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NOW write the body of your message

Writing Style is VERY important! Marks lost if not carried out in the correct manner.

## Do:

- Write in the 3rd person (no use of “I”, “we”, “our” etc.)
- Include the 5 Ws and 1 H into the first two paragraphs
- Write in short paragraphs (maximum of three sentences to a paragraph)
- Leave at least one clear line between paragraphs
- Write numbers 1 to 9 in words and numbers 10 and higher numerically
- Use the correct quotation marks when using a quote

## Don't:

- Use superlatives, clichés, slang or jargon
- Underline, circle, highlight or embolden any words
- Write in essay style or bullet point format (all style marks will be lost)
- Insert any sub-headings
- Make excessive use of quotations to simply fill space
- Exceed the word limit of 150 words (+/- 10% allowed)
- Use any form of advertising copy

1. NOW leave two clear lines and write:  
“ENDS”
2. this word must go here at this point only
3. complete the news release with all the various contact details
4. contact details to be at end of news release only – marks will be lost if put elsewhere

Details to provide:

- Writer's name
- Writer's contact number
- Writer's email address
- For further information, contact: (Name, company, contact details)
- Date and reference can be repeated
- No further details required to complete news release