

If you're looking to get media coverage, a press release is an essential marketing tool. But how do you write one that actually gets picked up by newspapers, radio shows, bloggers, podcast hosts, TV stations, and reporters? This blog post will cover the basics of what you need to include in your press release and how to format it properly for distribution.

## How to Write a Press Release that Gets Media Coverage

This blog post will cover how to write a successful press release according to [AP Stylebook](#) guidelines and formatting tips for distribution across various platforms. Be sure to include these five important sections: headline, dateline, lead sentence, body paragraph(s), and a closing statement.

### Press release headline

The headline is what people will read first, and it should be written with care. The headline can make or break your press release, so here are a few tips for writing one:

1. Be sure to include keywords in your press-release headline such as company name, location, product or service being offered, etc., because that's what journalists search for when they select which topics to write about.
2. Try to be succinct but also descriptive so readers understand the message you want them to take away.
3. Use active verbs instead of passive ones because they sound more compelling.

### Press release dateline

A dateline is the first sentence of a press release that clearly marks when and where it was filed. The dateline is usually in the form of "date: location".

### Press release lede (or lead) sentence

The lede is the first paragraph of any news story. It's important to inform readers and lure them into reading more by keeping it short and sweet. Journalists often use the headline, lede, and teaser to summarize the story.

When writing a press release, it's the third most important part after your headline and summary. A good lede will provide readers with enough information to help them understand what they need to know but also leave them wanting more in order to read on...

A well-written lede will provide readers with enough information to help them understand what the article is about, but it will also entice them to continue reading.

The purpose of the lede:

- The highlights of a story.
- One of the key elements in compelling content is curiosity. Readers can feel excited by the intrigue.
- The essentials about the article and why anyone should care.
- Lead off with a short statement providing the most important information, typically between 35 and 50 words. If journalists or writers want people to read anything else after these opening lines, they have to get attention quickly.

Journalists are often told to write as tightly as possible by using the “Five Ws”. If you include these in your article, you make it easier for a journalist to share your story!

1. Who is the story about? The “who” could be a person, a business, or a specific topic.
2. What is the story about? What makes it interesting?
3. Where – where did the event you’re writing about occur?
4. When – when did it occur?
5. Why – why did this happen?

## Press release body content

The paragraph or content for the body of a press release is where you can tell your story. The main goal of the body content is to provide information about your topic and often includes background information about the news event.

There are many elements that are needed to successfully craft a press release into a good story. The article should have an accurate and convincing tone. Make sure your readers know who you are and what you do. You also want to make sure you have a clear, interesting headline that grabs people’s attention.

## Press release closing statement

The conclusion for your press release is called the closing statement. It should tell people what they should have learned and made them want to share it or take action. The closing paragraph restates or summarizes your main points.

Your closing statement is also a valuable part of writing a press release that gets media coverage!

## Still not sure?

If you’re not confident in your writing abilities or feel unsure about how to write a press release, we also offer professional proofreading and editing to help you stand out from the crowd!

Click here to [check our distribution options](#) & select the professional proofreading and editing option if you

need help!



## Can A Press Release Boost Traffic To My Website?

If you'd still like to do some research before submitting, check out this article about [30 Ways Press Releases Can Increase Traffic To Your Website!](#)

