

# MEDIA STRATEGY FOR POLICY AND PR CERTIFICATE

## Program Description

In today's rapidly evolving media landscape, even the most impactful initiatives can fail without strategic media communication that moves audiences to action.

This certificate program is designed for professionals in or looking to transition to public-facing roles, providing essential skills for anyone who needs to amplify their message, build public support, and drive meaningful change through effective media engagement. In the program, you will gain practical tools and strategies to enhance your media presence while advancing your organization's mission. Through hands-on learning experiences, you'll discover the art of building relationships with key media influencers and create powerful narratives that drive action and support for public initiatives.

As the program progresses, you will have the opportunity to explore ways to craft and deliver memorable spoken content that captures media attention through strategic storytelling and impactful delivery. By examining persuasive writing techniques for press releases, op-eds, and other media formats, you'll discover how to transform complex issues into compelling narratives. Finally, you'll strengthen your message in the media by building strategic validator networks that give your stories credible support and authenticity.

The courses are particularly valuable for those who work in the public sector as well as experts and professionals who want to translate their technical work into narratives that resonate with broader audiences and influence public policy. By the conclusion of the program, you will have developed the ability to build a lasting media presence, overcome opposition, and drive meaningful change through strategic media relations and communication.

The courses in this certificate program are required to be completed in the order that they appear.

## Key Takeaways

- Craft strategic media messages that advance initiatives
- Earn the attention of key influencers through compelling pitches
- Create written content that breaks through media noise and drives action using persuasive techniques and storytelling
- Deliver powerful oral communications to drive change through emotional connection points and mindful delivery techniques
- Preemptively surface objections to a media initiative and build a community of third-party validators to address the objections

## What You'll Earn

- Media Strategy for Policy and PR Certificate from Cornell's Jeb E. Brooks School of Public Policy
- 40 Professional Development Hours (4 CEUs)

## Who Should Enroll

- Advocacy, nonprofit, and government leaders and professionals
- Executives and business leaders in industries heavily influenced by public policy

- Civil servants and elected and appointed officials at the local, state, and federal levels
- Political candidates for elected office
- Legislative aides
- Political candidate recruitment organizations
- Scientists and engineers at the management and executive levels
- Consultants
- Anyone interested in transitioning in their career in PR or a related function

## How to Enroll

For more information on how to enroll, please visit Media Strategy for Policy and PR Certificate (<https://ecornell.cornell.edu/certificates/marketing/media-strategy-for-policy-and-pr/>).

## Courses

Code	Title	Hours
eCornell BRKS161	Strategic Media Relations for Public Leaders	0
eCornell BRKS162	Persuasive Writing for Public Impact	0
eCornell BRKS163	Persuasive Speaking for Media	0
eCornell BRKS164	Building Media Support	0