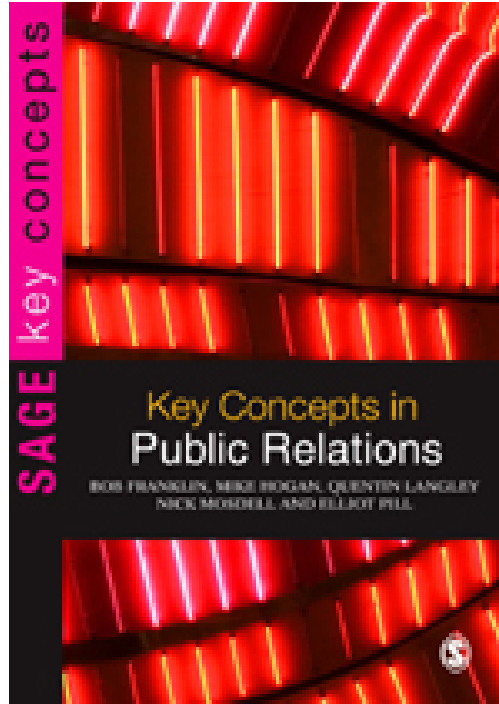


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## **Key Concepts in Public Relations**

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## Key Messages

Key messages are the centrepiece of any **public relations** campaign. In essence they should embrace the reasons behind what you are using PR to achieve. Derived from **excellence theory**, the key messages identify your core purpose; elaborate on how you will achieve it; and then build in a facility to evaluate the results.

Defining the key messages at the start of a **campaign** focuses attention not only on what is to be delivered, but how it will be delivered. It is also vital that the key messages have internal buy-in at all levels to ensure consistency of support throughout the life of the campaign. Most importantly there should not be too many them, three being a popular number. Many more than this, and you will certainly not have identified clearly enough your core purpose.

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## Further Reading

Cutlip, S.M. (2000) *Effective Public Relations*, 8th edn. Upper Saddle River, NJ: Prentice Hall.

Wilson, D. and Andrews, L. (1993) *Campaigning: The A–Z of Public Advocacy*. London: Hawksmere.

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