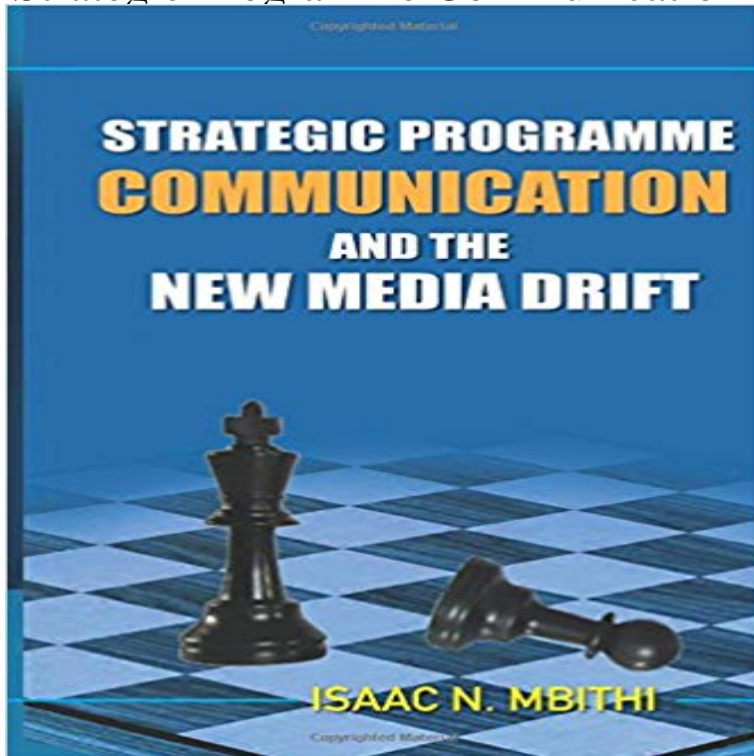


Strategic Programme Communication and the New Media Drift



Programme communication is a less developed field of study as it is often assumed to be a component of the broader communication studies. Unfortunately, most programme managers who are expected to spearhead programme communication have limited or no communication studies background. As a result they often find themselves grappling with the need to enhance consistent messaging and mobilization of both the internal and external stakeholders, to work together towards implementation of the programme deliverables. Various studies reveal that managers who rate communication as a key success factor in programmes management lack concrete communication strategies to mainstream the preferred communication behaviour in their programme design and implementation. Those who have laid down strategies consider improper implementation and contextual dynamics as the bottlenecks to proper and timely execution of tasks which negatively affects the achievement of the programme goal. This book details important concepts and strategies that if well developed and mainstreamed within all programme deliverables can immensely help managers in execution of tasks that contribute to the achievement of

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