



















Annex A. Entry points to governance reform; key stakeholders; political, organizational, and/or public will; and suggested communication influence mechanisms

<b>Entry Point</b>	<b>Key Stakeholders</b>	<b>Political, Organizational, and/or Public Will</b>	<b>Suggested Communication Influence Mechanisms</b>
Public Sector Management	Central executive (supply side of governance at national level)	Strengthen <i>political will and organizational will</i> through reform coalitions; middle manager buy-in; enhance national government communication capacity	Public interest lobbying; persuasion; policy and media agenda-setting; issue framing
Formal Oversight Institutions	Judiciary; Parliaments (supply side at national level)	Strengthen <i>political will</i> through parliamentary coalitions; enable public reporting mechanisms and enhance institutional legitimacy	Public interest lobbying; persuasion; policy and media agenda-setting; issue framing
Political Accountability	Political party leaders; CSO elites; Captains of industry (supply and demand at national level)	Strengthen <i>political and public will</i> through supporting multi-stakeholder coalitions; facilitating policy dialogue and negotiation; enabling deliberation and debate	Public interest lobbying; persuasion; policy and media agenda-setting; issue framing
Local Participation & Community Empowerment	Local governments & Local Communities (supply and demand at local level)	Strengthen <i>political and public will</i> through coalition-building; increase political efficacy of citizens; grassroots campaigns; enhance local government communication capacity	Participatory and deliberative approaches; public and media agenda-setting, especially through local and community media; issue framing
Civil Society & Media/Private Sector Interface	CSO's; Journalists and editors, Private firms (demand side at national and local levels)	Strengthen <i>public will</i> through engagement and participation of multiple stakeholders	Participatory and deliberative approaches; public and media agenda-setting; issue framing

