

Independent Learning Task (ILT) ASSESSABLE

The grab' is one of the most important aspects of a successful broadcast media interview. A grab is a short quote that grabs the attention and maybe gets your brand name across. To test your grab-writing skills, imagine that you are a media officer for a conservation group whose high profile president suddenly left to take a job with a mining group overnight.

You are called by the deputy president early in the morning and have to think up a response for him to give to the media who are already hounding him. The media are taking the line that this once powerful

group has been 'decapitated' by the leaders' departure. Think about what you want to achieve, the reputation of your organization, whether you want to be positive or negative. An example of a grab could be:

"Frankly we're surprised. However it goes to show the caliber of our staff when the business community wants to poach them". See if you can compose two more snappy quotes.

Discussion Board: Post your grabs for the conservation group whose leader just defected to the mining industry. Comment on the grabs written by a fellow student.

“Frankly we’re surprised. However it goes to show the calibre of our staff when the business community wants to poach them”.

This snap gives positive notes, that despite of the speculation by the media and business community who are trying hard to poach them, the efficiency of the staff in such situation has been commendable.

“The President departure was shocking, but it does not make our organization incapable”.

“Steven Larson has been temporarily selected for the post and he would bring to our company a bright and exciting worldwide perspective”.

Both the snappy quotes give positive notes that the organization is ready to perform in any circumstances.

References

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