

Slum Survivor: Extra forms and resources  
How do I give a radio interview for my Slum Survivor?



### How do I give radio interviews for my Slum Survivor event?

This sheet gives you tips to help you prepare & communicate confidently during interviews

#### STEP ONE

Don't forget to tell us what you are up to we'd love to support you and listen in if possible. Email us at [info@soulaction.org](mailto:info@soulaction.org) with details of when and where you will be appearing!

#### STEP TWO: Preparing

- Who is the target audience? It is crucial to have your listeners in mind and to consider what is relevant and important to them.
- How long will the interview be on air? This gives you an idea as to how many points you can realistically make.
- Will the interview be live or pre-recorded?
- What will the first question be? (you are allowed to ask!)

#### STEP THREE: During

- Use the presenter's name – helps build rapport
- Be upbeat; confident, natural – avoid jargon and abbreviations
- Before the interview decide which 2 or 3 points you want to get across, then work them into your answers. (see Slum Survivor key points below)

#### STEP FOUR: Getting your point across

- Use a strong human interest story and paint a descriptive picture. Make statistics personal.
- Get your 2 or 3 points across asap – say the most important things in your first answer.
- Try to lead the interview back to the issues you want to talk about. If you find it going off track use phrases like.... 'the real issue is.....' 'what you can't forget is.....' 'but to get back to the main point.....'
- Give examples and relate what you say to everyday life

**ABOVE ALL – BE YOURSELF, BE PASSIONATE & ENJOY IT!**

### **SLUM SURVIVOR KEY POINTS – one sixth of the world’s population live in slums**

We have prepared some key points which you may want to mention in your interview:

- Slum Survivor is a national fundraising event happening 26-28 Oct with over 125 groups so far registered to take part.
- What’s the point?
  - It’s a simulation to help you connect with the lives of the world’s poorest people. By spending a few days living the way a billion people spend a lifetime, living in a temporary shelter, eating a limited diet, facing tough challenges you hope to raise both funds and awareness of the poverty and people that live in the world’s slums.
- What will you be doing?
  - Building your own house, eating 2 meals of rice & dahl a day & nothing else, one set of clothes, collecting water, bucket baths, no duvet or luxuries, living without your mobile phone! Challenges are set throughout the weekend which relate to what life is like for people living in poverty (you can mention what one of these is eg demolition of the slum)
- Why are you doing Slum Survivor:
  - Being sponsored to raise money for projects working to improve conditions for people living in slums
  - To raise awareness of what life is like for one billion people (or a sixth of the population)
  - For personal understanding – for a weekend you’re choosing to make the reality of the world’s poor your reality – raising money for change and being changed in the process
- What’s life like in slums?

Lack of running water, electricity, employment, schools, cramped conditions mean disease, crime. Threat of settlement being bulldozed.
- Where’s the money going?
  - Zimbabwe: enable us to support emergency feeding programmes for children orphaned by AIDS, their carers as well as for many people left homeless by the
  - government’s urban clearances. £20 could project 5 children from malnourishment for six months with vitamin- supplemented cereal.

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- Durban, South Africa: regularly provide orphans and vulnerable children with food parcels, pay for school fees & medical fees.