

THE PODCAST SESSIONS

**1ST ANNIVERSARY
ISSUE FEATURING:**

**PHIL CHARD &
DANIS DUBE**

JULY/AUGUST 2021 | ISSUE 6
WWW.THEPODSESSIONS.COM



**PLAN.
RECORD
EDIT.
UPLOAD.
REPEAT.**

THE PODCAST SESSIONS



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EDITOR'S LETTER

DEAR READER

"Take photos, it's for the memories." This is something my Mom always says to me whenever I'm embarking on a new journey. And while I reflect on this last year and the launch of this pan-African podcast magazine, I wish I had captured more.

Oftentimes we're so busy doing that we forget to be present in the moment. We forget to pause and take pride in the dream realised.

Six issues, four original covers, subscribers across the continent and abroad, and a website launching soon. These are all the mountain top moments that we're grateful for. But it would be wrong to say it's been all sunshine and rainbows.

While I do believe in the rhetoric of creating consistently this last year and pandemic has taken its toll on us all. As podcasters we pushed, we launched, produced, engaged, and created in ways we never thought we could. And for many of us, burnout and exhaustion affected us too. My advice is, don't be too hard on yourself, do what you can and if you need to take a break find rest and come back.

In a few years, I hope these issues will form part of the historic snapshots of the start of the African podcast industry. I hope the stories of African podcasters continue to reach far and wide and with each African voice amplified I hope we make memories.

Thank you to everyone who has subscribed, passed on links, written for us, sponsored, donated, or offered words of encouragement. We would not be here without any of you.

As you continue your podcast journey, I hope you're documenting it. I hope you're not just creating but you're taking it in and experiencing it. I hope you rest when you need to. And, most of all, I hope you're taking photos, it's for the memories.

- Rutendo Nyamunda

IMAGE BY: ESTEE DE VILLIERS



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TWITTER: [@ROO1ODOUGH](#)

MEET
OUR
DIGITAL
**CON
TRI
BUT
ORS**



**ELNA
SCHÜTZ**



Elna Schütz is a freelance journalist and podcast producer based in Johannesburg, South Africa, who works across various mediums and helps people make great content. She is also the founder of Podmeet, a networking project for podcasters.

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**TSHEPO
MANTJE**



Tshepo is the founder of a startup podcast production company, Daring Media ZA, the host of Daring Greatly Podcast with Tshepo Mantje, and the co-host of The Debrief Podcast ZA. Through Daring Media, Tshepo aims to create platforms that amplify African voices.

Instagram: [@tshepomantje](#)
Twitter: [@TshepoMantje](#)
Podcast: [Daring Greatly](#)

**PHILIP
DADA JR**



Nigerian entrepreneur, Philip Dada Jr is the host of the Purely Business Network Podcast focused on helping people establish themselves in business. In addition he is a fashion designer and CEO at PDJ. He attributes his rapid success to cooperative economics and innovative digital marketing strategies.

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Instagram: [@iamphilipdadajr](#)
Podcast: [Purely Business Network](#)

**NAIRA
DAVLASHYAN**



Digital journalist at Euronews Pan-European TV channel, based in Lyon, France. Naira is part of the team working on Euronews' bilingual podcast Cry Like a Boy/Dans la tête des hommes. Previously she worked as a video journalist for AP and AFP in Moscow, Russia.

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Twitter: [@e_woodra](#)
Podcast: [Cry Like a Boy](#)

THE LENS THE STARS



TINASHE GAKAKA

Tinashe Gakaka is a 25-year-old photographer from Harare, Zimbabwe. He is the founder and head photographer of 'Gaxx Photography & Kreate'.

He discovered his passion for photography two years ago in China. He and his team have covered some of the biggest brands, events and personalities in Zimbabwe and China. His vision is to enhance the Zimbabwean creative space and amplify the country's recognition.

Instagram: [@gaxx.photography](https://www.instagram.com/gaxx.photography)

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PHIL CHARD & DANIS DUBE

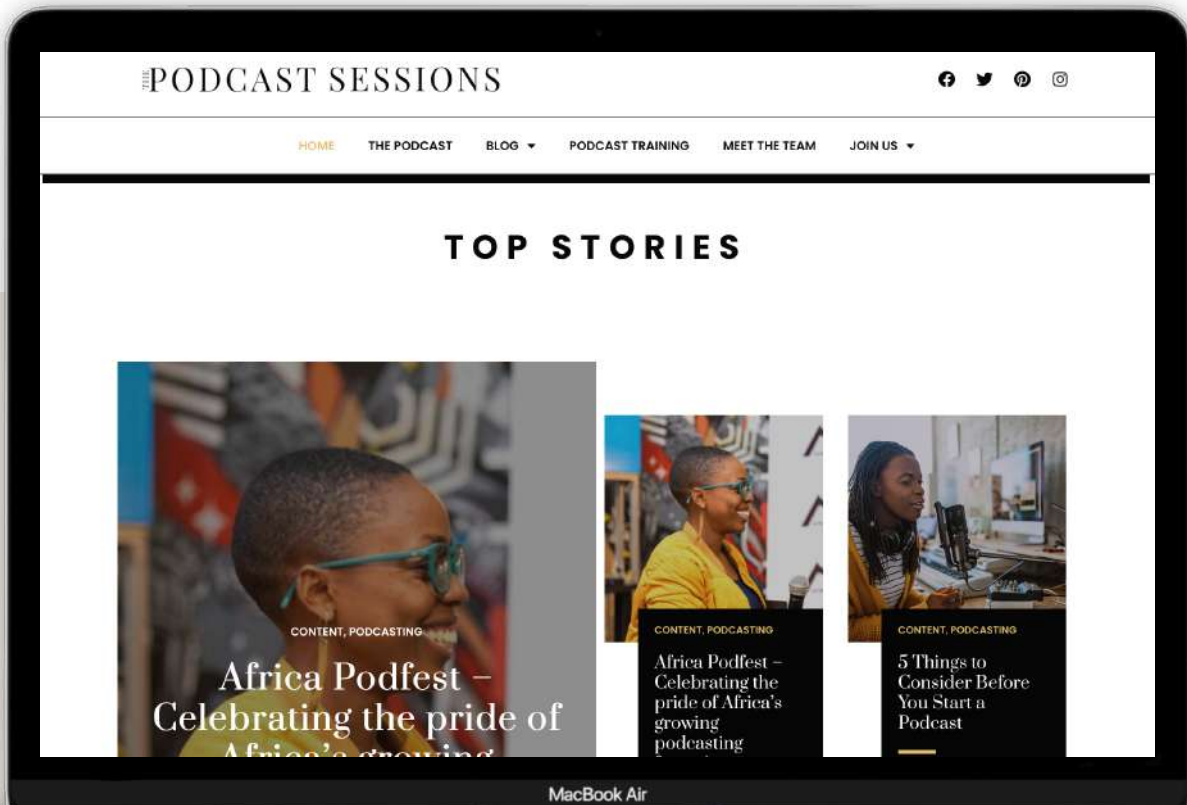
Phil Chard and Danis Dube are the cover stars for the July/August issue. These gents are also the duo behind, one of Zimbabwe's most well-known, podcasts 'Two Broke Twimbos'.

Instagram: [@2broketwimbos](https://www.instagram.com/2broketwimbos)

Twitter: [@2BrokeTwimbos](https://twitter.com/2BrokeTwimbos)

Website: www.2broketwimbos.com

We're revamping our website to bring you fresh stories between the magazine issues.



LAUNCHING IN AUGUST



LIKE YOU'VE ~~NEVER~~ HEARD US BEFORE

WRITTEN BY: RUTENDO NYAMUDA



Have you ever planned to pop into a friend's place for about an hour max, but before you know it, you've been swept up into many mini conversations, laughed from the pit of your stomach, gone off track, somehow found your way back and by the time you look at the clock it's three hours later and you have no idea where time went? Well that's exactly what interviewing Phil Chard and Danis Dube, aka Danny that Guy, co-hosts of one of Zimbabwe's top rated podcasts - 2 Broke Twimbos was like.

Like many co-hosts, Phil and Danis had always moved in similar circles. However, the catalyst for the two of them to come together and launch a podcast was their comedic interactions on Twitter. But not just any Twitter, specifically with Zimbabweans on Twitter aka Twimbos.

"I was cracking jokes on Twitter, he was cracking jokes and we built this rapport on Twitter. At the time, we also had nothing going on in our lives. I think the key to being very successful in social media is to not be successful," jokes Phil.

"Be unemployed," Danis jumps in.

In 2014, after not much convincing, the pair launched their much-anticipated podcast to an audience who was always waiting in the wings. And although launching was the easy part, they admit finding rhythm and chemistry has been a working relationship built over time.

"The common theme you'll find throughout this interview is usually me suggesting an idea, and Dan pushing against it, and then slowly realising I was right," says Phil.

"That is completely untrue," Danis rebuttals. "See, Phil always thinks that he has an idea and I push against it. What he doesn't realise is he has an overall view, and I fill it in with what works and it's fine. It's okay there doesn't need to be definitions. The end result is we have something that works".



**"WE ALL HAVE
DIFFERENT IDEAS OF
WHAT WORKS AND
WHAT DOESN'T
WORK.**

**AND EITHER, YOU
HAVE TO FIT IN
EXACTLY LIKE YOUR
COMPATIBILITY HAS
TO BE EXACT, WHICH
IS EXTREMELY RARE;
OR THERE HAS TO BE
A WILLINGNESS TO
COMPROMISE."**



Finding common ground has been one of the fundamental successes of the duo's podcast. And while being in sync and sharing a common vision is one thing, having the patience to produce long-form podcasts, that average two to three hours and the longest being five hours, is a completely different ballgame that Phil and Danis are playing in.

2 Broke Twimbos grew traction very quickly, they grew an incredible fanbase not just in Zim but outside the borders too. They were in the heart of the entertainment industry, interviewing the who's who. Drawing in 5 000 subscribers and reaching between 20 000 and 30 000 downloads a week they were at the top of their game. And then a twist of events. A break.

Phil and Danis have their fair share of similarities and differences. Phil tends to be a bit more technical and minutiae side of things while Danis on the other hand tends to see things from an overall bird's eye view perspective. And when it comes to humour Phil leans more towards witticisms and Danis on the other hand finds great delight in toilet humour. However, they both admit that the key for them has been their willingness to compromise.

"Two people, three people no matter how many people - as long as it's more than one person - when trying to build something together, are often going to come at loggerheads on something because we're all different, we all have different ideas of what works and what doesn't work. And either, you have to fit in exactly like your compatibility has to be exact, which is extremely rare; or there has to be a willingness to compromise... [and] I think that willingness to compromise, I find it quite rare, to be honest," says Daanis.





"The podcast break was because of me," says Phil. "I was not in a good space at the time. I had just lost a job, they had taken a substantial amount of money from me. I went from living alone to having to live with Dan."

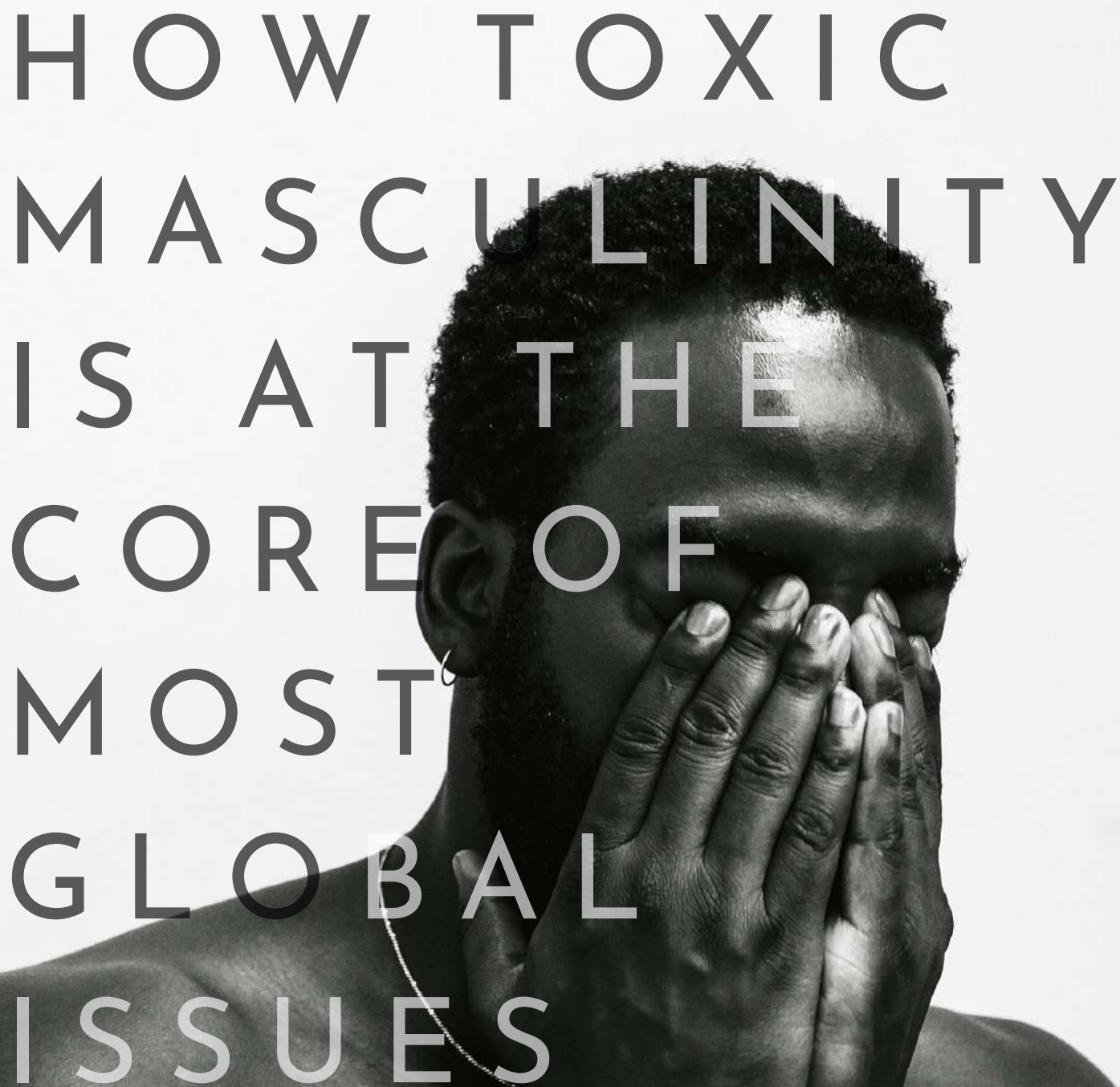
What was initially thought to be a one month break, turned into months and before they knew it 2 Broke Twimbos became a passing thought.

"At some point, we weren't even thinking about the podcast. I mean, it was always in the back of the mind. But we were no longer like we would regularly talk about what if we try this week? What if we try next week? What do we want to do and then at some point, we were not talking about that at all." says Danis.

During the break both Danis and Phil equally experienced new opportunities at work, studying, and traveling. And after 18 months apart, the duo decided to return. But this time they approached things a little differently. They started thinking about their podcast as a business, they put in more structure and reimagined their brand as a whole.

They were, after all, a far cry from when they started podcasting in their mid-20s where they were well-established and entrenched in the industry. But they pushed on and are back better, stronger and with greater numbers than ever.

With their dream realised, Phil and Danis are incredibly pleased that they did not give up. Their next big plan is to pass on the mantle, educate fellow-Zimbabweans on the art and build a studio for the next generation of podcasters.



HOW TOXIC
MASCULINITY
IS AT THE
CORE OF
MOST
GLOBAL
ISSUES

WRITTEN BY: NAIRA DAVLASHYAN

"CRY LIKE A BOY": THE IMPORTANCE OF
TALKING ABOUT MEN & MASCULINITY

LET'S TALK FACTS

In 2018, the American Psychological Association (APA) created a scandal by releasing the first-ever guidelines for psychologists treating men and boys. The United States' most influential organisation of psychologists said some traditionally masculine behaviours were harmful to men. The critics slammed the association as anti-male and the researchers said that they received complaints and even threats.

Why did so many see these guidelines as threatening to masculinity? Is there only one way to be a man? By criticizing some male behaviours, are we criticizing all men? To answer these questions, we looked into gender studies and the notion of "toxic masculinity".

"The ideas, the norms, the attitudes that we raise boys on, to think that we're dominant, that violence is the way to resolve problems, that we're superior to women, that being heterosexual is the only way one can be. We call that group of ideas toxic masculinity," Gary Barker, CEO and founder of the gender equality NGO, Promundo, told us.

In other words, globally, men are expected to be tough and in control, successful and dominant. All of those qualities are quite admirable as long as they don't happen at the expense of tolerance, compassion, and equitable behaviour. When they do, many things can go wrong: from the life of one family to the lives of whole communities, which is no exaggeration.

A survey in Australia found that the degree to which men support stereotypical ideas about what it means to be a man is the key factor in whether they engage in physical violence, sexual harassment and online bullying - around 20 times more important than other variables. These behaviours make it more difficult for women to develop on a professional and personal basis because, very often, toxic male behaviours are directed at them.

UN Women data shows that, worldwide, women are underrepresented at all levels of decision-making. There are only 22 female heads of state or government, and most countries have never had a female leader.

If women make it into government positions, they are most likely to be in charge of family affairs, childcare or the disabled. They are also more likely to work on the country's healthcare policies or the environment. Women in charge of the army, for example, is a rare exception. And very few countries allow women to be appointed in combat-based roles in the military.

While there is still a lot of work to be done in terms of empowering women, some nations lead by example. In 2020, female-led countries such as Germany, New Zealand, Taiwan and Finland were praised for more successful pandemic responses, while nations led by male politicians, known for their macho behaviours, have fared much worse.

**ONE IN FIVE WOMEN BETWEEN
THE AGES OF 15 AND 49, WHO
HAVE BEEN MARRIED OR IN A
UNION, EXPERIENCED PHYSICAL
AND/OR SEXUAL VIOLENCE
BY AN INTIMATE PARTNER
IN THE LAST 12 MONTHS.**

CRY LIKE A BOY

Gender equality is one of the world's most pressing issues. The UN sees it as "the key to achieving all the Sustainable Development Goals".


Cry Like a Boy is a project in which we explore the pressures put on men to be in charge in many cultures and how these expectations are slowly changing as women take a more important role in their communities. In covering gender equality, many newsrooms choose to focus on women and their experiences.

While it is important to continue to represent women through their own lens, Cry Like a Boy decided to look at female empowerment from the perspective of male struggles.

According to the UN, which cited data from 87 countries, one in five women between the ages of 15 and 49, who have been married or in a union, experienced physical and/or sexual violence by an intimate partner in the last 12 months.

On average, women spend approximately three times as many hours in unpaid domestic and caregiving work as men, and significantly more if they have children. Many women are still economically dependent on men.

In a world dominated by men, it is important to understand the notions of "toxic" and "healthy" masculinities and the pressures that men face.

The idea of engaging men to attain gender equality is not new and has proven to be quite effective. There are global examples such as the White Ribbon Campaign, active in over 60 countries, which was a movement of men and boys seeking to promote healthy relationships and a compassionate vision of masculinity to end gender-based violence. 



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5 THINGS

I WISH MY PODCAST CLIENTS KNEW

WRITTEN BY:
ELNA SCHÜTZ

As a freelance journalist and podcast producer, I have had my fair share of first meetings with potential clients, from businesses and organisations to individuals and hobbyists. Some are filled with enough enthusiasm for the format to launch a whole stable of shows by the following week but there's very little understanding of the work that this requires.

Increasingly, more would-be podcasters come with careful expectations and practical considerations. Whatever your starting point and hopes may be before turning on your microphone, here are five things I would tell you to be aware of from the get-go.

1. WHAT IS THE POINT?

A lot of people or businesses are very sure that they want a podcast, but start without a clear vision of what they want to achieve and why. While the podcast audio format has certain universally applicable strengths, like its intimacy and direct nature, there are a variety of goals it can achieve, and these should dictate your strategy.

For instance, are you starting a professional podcast to amplify your voice as an expert on a subject matter, or to have deep personal conversations you do not usually have a platform for? Would you consider your show a success if it created a community of like-minded people that you can connect with, or are you only interested in reaching as many ears as possible?

When you're able to answer these questions, then you're much more likely to create a show that actually does what you intended it to.

2. NOT ALL PODCASTS ARE CREATED EQUAL

There are more than 850 000 unique podcast shows worldwide, ranging in length, quality, complexity, and format. So, if you come to me and say you want a podcast, you may as well be saying you want a moving picture, hoping for Inception but ending up with 7de Laan.

A lot of my clients come into consultations having listened to podcasts, and this can be very helpful, but many of them are not fully aware of the variety of content structure options and their implications. You may want me to make "This American Life" for South African dentists, but if you're hoping to do it without sufficient time and resources, you'd be much better off having aimed for a good clean interview show from the start. So, plan carefully (or get a producer to help you conceptualise) and your podcast will be more likely to succeed.

3. WHEN THE MIC TURNS OFF

Making a podcast can be a lot of fun, but I wish more people understood that a good deal of the work happens once the recording is in the bag. This includes content post-production, editing, and mastering, but also particularly the marketing and distribution.

Podcasts don't tend to naturally pop up in people's social media feeds, inboxes, or listening recommendations, unless you work hard to put them there. To get ears tuned into your show, you need to think through how you'll promote it, particularly in the beginning. Having good content isn't good enough if you're not being heard.



4. PUT IN THE WORK

It's been said a hundred times over, but podcasting success (whatever that means to you) is unlikely to happen in the first three episodes that you've made half-heartedly at midnight on an iPhone. I greatly appreciate it when my clients understand that figuring out a sustainable production workflow and establishing an audience takes time and consistent effort. Creating a limited series of episodes to start with is one way of testing the waters without making unrealistic promises.

I say this not to discourage anyone from learning as they grow, but to help you put your energy into the best efforts, hopefully leading to shows that develop and thrive over time.

5. WE'RE STILL FIGURING IT OUT...

While podcasting has been around for years and South Africa's industry is becoming increasingly more established, there is still lots of wiggle room for early adoption. While some top players in the space have staked their claim so far, I believe there's still a lot of scope to play around with formats, voices and languages in order to figure out what will work for you.

FINAL THOUGHTS

So, if you're about to get into the podcasting space, just know that there isn't just one way of doing it right - not a perfect episode length nor a flawless way of recording - feel free to innovate, grow and share your learnings with others. 🎙️

30 DAYS

TO LAUNCH

*Stop over thinking and
START THAT PODCAST.*

***Fun, quick and
easy tips.***

We'll be with you
every step of the way.



DAY 1

Do a podcast brain dump and select ideas.

DAY 2

Research your idea.

DAY 3

Listen to different podcasts.

DAY 4

Clarify your idea. What is your elevator pitch?

DAY 5

Come up with a podcast name.

DAY 6

Research / buy pod equipment.

DAY 7

Think of a production schedule.

DAY 8

List 3 guests and arrange an interview.

DAY 9

Create graphics.

DAY 10

Source suitable music - check user rights.

DAY 11

Do a mock interview with a friend.

DAY 12

Play around with editing software.

DAY 13

Find a hosting platform.

DAY 14

Source 3 distribution channels.

DAY 15

Identify and secure social media pages.

DAY 16

Record podcast trailer.

DAY 17

Edit podcast trailer.

DAY 18

Send trailer, graphics to close friends for feedback.

DAY 19

Record your first episode.

DAY 20

Edit first episode.

DAY 21

Refine edit.

DAY 22

Send July / Aug issue of TPS to your network.

DAY 23

Send edit to friends and family to review.

DAY 24

Create audiograms.

DAY 25

Release podcast trailer.

DAY 26

Edit in suggestions from friends and family.

DAY 27

Social media posts countdown Ep 1 release.

DAY 28

Final checks.

DAY 29

Release Ep1.

DAY 30

Celebrate and tag 'The Podcast Sessions'!



Podcasting 101:

INVITING GUESTS IN FIVE EASY STEPS

WRITTEN BY: TSHEPO MANTJE

Interviewing guests can add great value to a podcast because it offers both you and your audience a different perspective.

Whether you want to have an interview-styled show, an occasional guest, or you are trying something new with your podcast format, inviting a guest to your show can be nerve-wracking.

As my podcast grew, I realised that I had to start interviewing people outside of my friendship group.

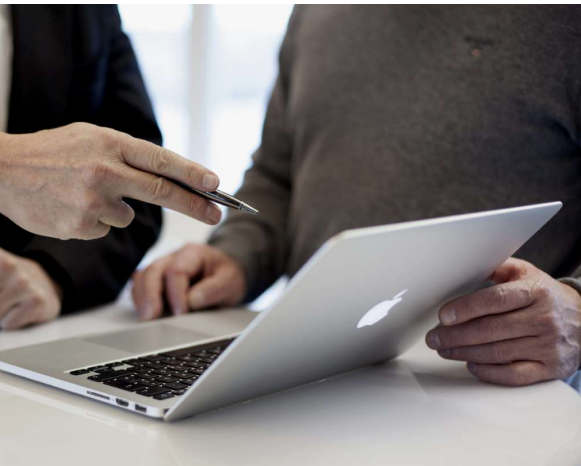
Not only for my audience's benefit, but also for my growth as a creator.

So, I set out to invite my first guest. I was ready to shoot my shot however I had no idea where to start... How would I find the right guest? How would I introduce myself? Will they even take me seriously?

To get you started, here are five steps to help you secure your next potential guest.

STEP 01

GET THE SCOOP ON YOUR GUEST



Research the type of content your potential guest has released in the past. This will help you gauge if the person has the background knowledge on your subject matter. Next, examine what is unique about them. This will dictate how you'd produce your episode in order to present their unique perspective in the best way possible. It is at this step that you'll decide whether the guest will be of value to your podcast, and how.

STEP 02

CAPTURE THEIR ATTENTION

After you've decided that they are the right person, reach out via email. You have to write a captivating subject line. The subject line is the first thing that your potential guest will see. Make sure it's catchy, attention-grabbing and brief. When writing the email, do not write a generic invitation that you send to everyone. The invitation should be personalised. People can sense when a message is a 'broadcast'.

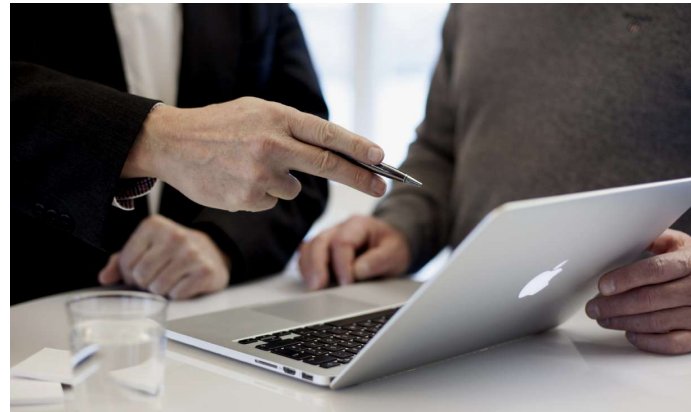


In the email, introduce your podcast and briefly explain what you do. Set out the intentions of the podcast episode you want to create, and why you believe they are the best speaker on the subject matter. Also, include any formalities of the interview such as the location of the interview, its duration and whether it will be in-person or via video call.

WHAT'S IN IT FOR THEM?

03 STEP

We are not at a stage in African podcasting where we can pay podcast guests appearance fees. Yet, seldom do people do anything for free. You need to therefore provide your guest with some value for their time. For bigger podcasters, you can leverage your audience as exposure. However, for creators who are still growing their listenership, you can find creative ways to provide value such as showing the potential guest that the subject matter itself is of great importance to their own audience.



04 STEP

GIVE THEM AN INSTRUCTION

What should the potential guest do after reading your email? Here, you may ask if they have any questions for you, or if they need any clarification. Conclude the email by telling them where to contact you. To keep it simple you may state, "reply yes to this email if you are interested".

STEP 05

FOLLOW-UP

The reality is, for one reason or another, people sometimes miss emails. Do not assume the person has rejected your invitation. If there's been no reply, wait three days to send a follow-up email. If that does not get a reply, wait a further three days to send a message to an alternative email or to their social media account referring them to the initial invitation. Be persistent.

BONUS: CONSISTENCY BUILDS CONFIDENCE

The more invitations you send, the better you will get at it. It is scary in the beginning however, to get through this hurdle, believe in the vision of your podcast. Know that this is the uncomfortable step you need to take for the growth of, not just your show, but yours too, as a creator. 🎙️

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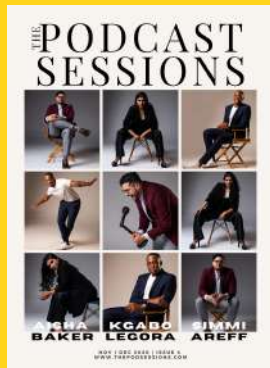
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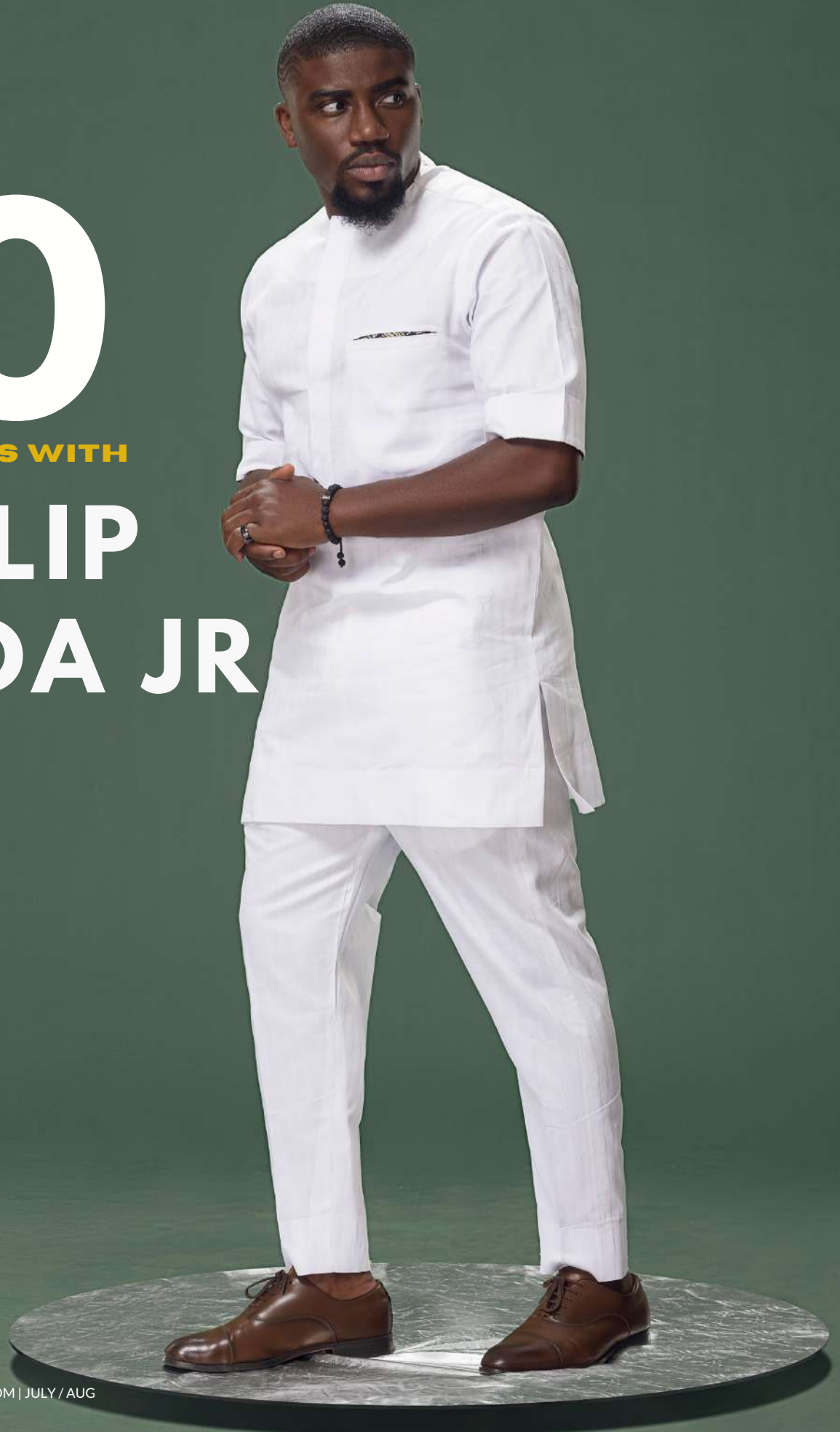


PROFILE

10

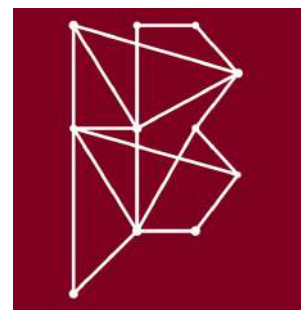
QUESTIONS WITH

PHILIP DADA JR



NAME OF YOUR PODCAST:

Purely Business Network Podcast
(PBN Podcast).



BEST THING ABOUT PODCASTING:

The freedom to articulate great thoughts and solutions that impact people's lives.

MOST CHALLENGING ASPECT?

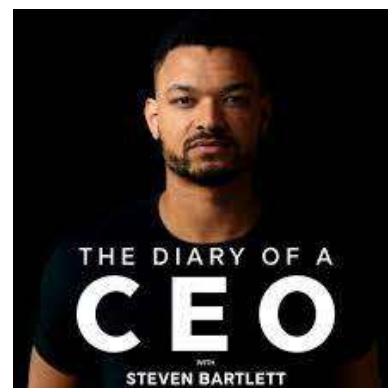
Uploading new episodes. Everything else I seem to enjoy and find easier

WHO IS YOUR DREAM GUEST?

Jeff Bezos

TOP 3 PODCASTS:

1. Million Dollar Life Lessons, by Prince Donnell & Dana Chanel
2. The Diary of a CEO, by Steven Bartlett
3. The Gospel in Lagos by City Church Lagos



WHY DID YOU DECIDE TO BECOME A PODCASTER?

I love the creative expression of it. I also realized how beneficial it will be to people who want to start, scale and grow in business. I share things I wish I was told or taught before starting up, as well as things I learn along the way.

DO YOU HAVE A CATCHPHRASE?

Establishing you and your business! I think I need to say it more though, especially after rebranding.

ADVICE YOU WISH YOU RECEIVED BEFORE YOU STARTED ?

I wish I was told of how massive this "industry" is. I came in to help and impact people only. I will always keep that as my vision, but I wish I knew that there is a lot that goes into creating a unique experience for people.

WHAT IS YOUR SETUP?

I use my friend's studio. They have everything I need and are so supportive, so I enjoy recording it with them. I haven't got a personal set up yet, maybe I should do that soon.

YOUR PERSONAL GREATEST PODCAST ACHIEVEMENT.

Starting! I started about a week after the idea came to mind. 🎙️

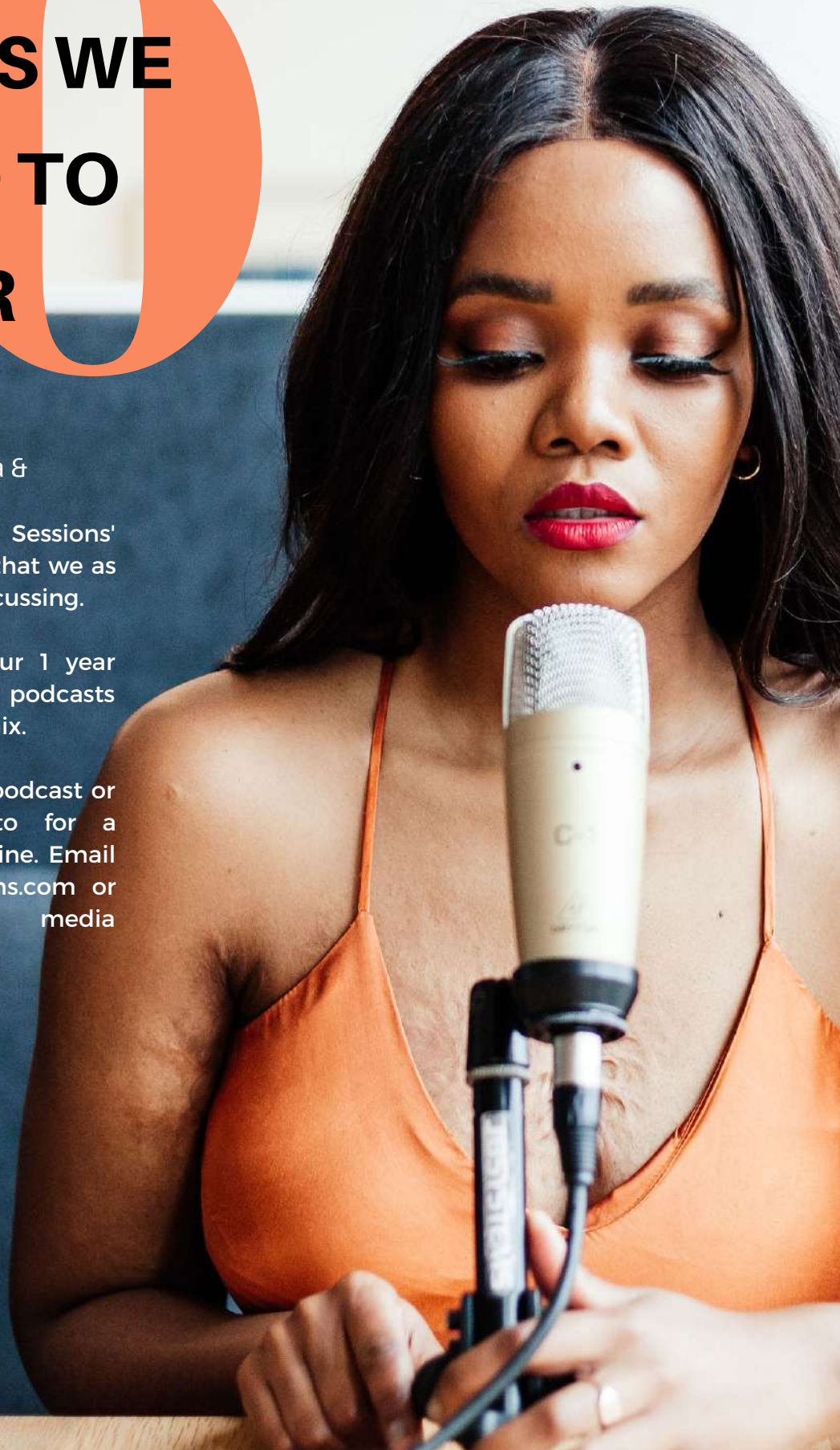
PODCASTS WE LISTENED TO THIS YEAR

Compiled by Zenande Mjijima &
Staff

In each issue of 'The Podcast Sessions'
magazine we list 15 podcasts that we as
a team are listening to and discussing.

In this issue, to celebrate our 1 year
anniversary we list all 90 podcasts
including 15 new ones to the mix.

Please send us a link to your podcast or
podcasts you're listening to for a
possible feature in our magazine. Email
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DM us on social media
[@thepodcastsessions](https://www.instagram.com/thepodcastsessions).



THE LEBO LION PODCAST
MARKETING & MINDSET CONVERSATIONS

WASTE NOT WHY NOT
WITH Nature N8

THE PODCAST SESSIONS
WITH NILE OCHI

ZE QUEST
HOSTED BY NILE OCHI

INSIDE WANTS OUT
AN AFRICAN MOTHER TONGUE POETRY PODCAST

Ideas that matter
WITH Vusi Thabane

to my sisters, THE PODCAST

The Taiwan Take

THERAPY for BLACK GIRLS
THE PODCAST

THE CLASS PREFECTS PODCAST

BBC WORLD SERVICE
The Documentary

revision path

MSOMI PODCAST:

Today Explained
Vox

CASEFILE
CASEFILEPRESENTS

Her Breathing Journal
Podcast with National Geographic
Thoughts Out Loud

THE Cheeky NATIVES

HONEST MONEY
WITH WARREN INGRAM

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PODCAST

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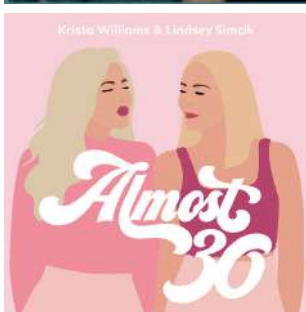
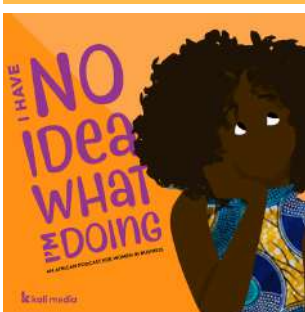
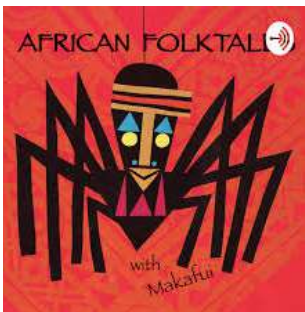
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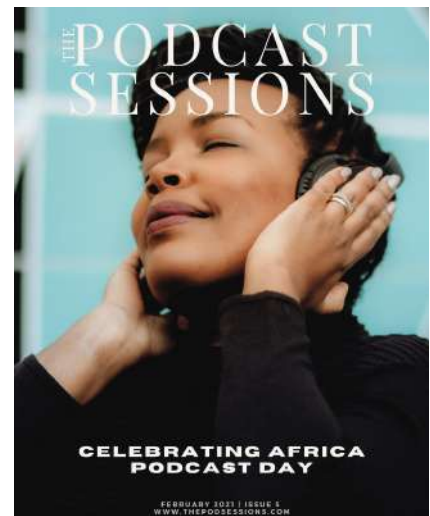
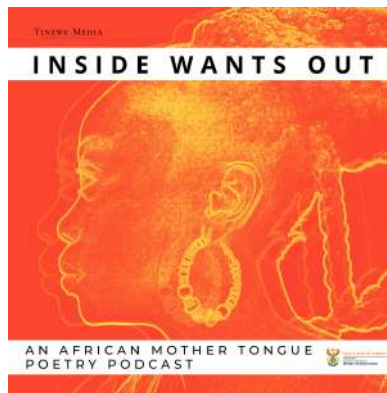
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