

## UNESCO World Radio Day: *Pisheshin* Podcast launched

**Rouyn-Noranda, February 14th, 2022** - February 13th was the 11th World Radio Day, proclaimed by UNESCO, under the theme "Radio and Trust". This is the fifth year that Minwashin is using this day to honor the important work of our community radios: CKFF in Kebaowek (104.1); CKWE in Kitigan Zibi (103.9); CHUT and MIXA95 in Lac-Simon (95.3); CFWR in Long Point (93.5); CKAG in Pikogan (100.1) and CHNT in Timiskaming (92.3).

Since 2011, World Radio Day has been an opportunity to celebrate the people behind the microphones and behind the projects undertaken by radio stations. Radio is a powerful transmission tool that creates a link between all the community members, whether through the broadcasting of information, which we have seen since the beginning of the pandemic is very important, or through fun activities, such as bingos and contests. Let's take this moment to thank them for always being there to inform us.

Our radios are more alive than ever as a place of cultural transmission and are some of the most reliable and widely used tools. And they are here to stay.

### Public launch of the *Pisheshin* podcast

It is also thanks to these radios that the *Pisheshin* podcast project was born and brought to your ears. *Pisheshin*, which means echo in the Kitcisakik dialect, is a project where we wanted to make the Anicinabe culture resonate from one community to another.

It is thanks to the precious collaboration of the radio stations that *Pisheshin* includes, to this day, 30 episodes on different cultural subjects, and with people from all over the territory.

We are therefore using the World Day to publicly launch the podcast. Indeed, the community radio stations had the exclusive broadcasting rights since its launch in June 2021.

Three episodes are already available on Spotify, Apple Podcasts and on our website. A new episode will be available every Monday.

To listen to the episodes :

[On Spotify](#)

[On Apple Podcasts](#)

**#WORLDRAIODAY**

### About Minwashin

At the heart of Anicinabe AKI, Minwashin is a non-profit cultural organization dedicated to supporting, developing and celebrating our arts, language and culture.

[www.minwashin.org](http://www.minwashin.org)

<https://en.unesco.org/commemorations/worldradioday>

### For interviews or information

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