

WISCONSIN PUBLIC RADIO

MEDIA RELEASE

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Cross-Border Special: Trump! Trudeau! Trade!
WPR And CBC Radio Conduct A Live Two-Nation Town Hall On July 15

Madison, Wis. – While President Donald Trump and Prime Minister Justin Trudeau are trading barbs about tariffs, Wisconsin Public Radio (WPR) and Canada’s CBC Radio are inviting citizens of both nations to a live, cross-border call-in show about the topic. From 3 to 5 p.m. July 15th, CBC Radio One’s *Cross Country Checkup* will broadcast live from WPR’s Madison studios where Co-Hosts Duncan McCue (CBC) and Rob Ferrett (WPR) will be taking calls from across Canada and the United States.

Canadian and American callers will weigh in and hash out their trade differences on everything from dairy, to softwood lumber to steel and more by calling 1-888-416-8333. “This live, on-air conversation is an extraordinary example of the role public media has in bringing people of diverse viewpoints together to discuss critical issues facing our countries,” said WPR Chief Operating Officer Michael Arnold. “The opportunity to collaborate with CBC Radio to bring our two nations together makes it even more extraordinary.”

In response to President Trump’s tariffs on Canadian steel and aluminum, Prime Minister Trudeau imposed equal countermeasures on U.S. steel and aluminum. In Wisconsin, farmers and manufacturers are bracing for the impact of Canadian tariffs on cheese, yogurt, pizza and other food products made in the state. As a result of the U.S. tariffs, consumers will also feel the pinch of the higher cost of aluminum when they purchase their favorite Wisconsin-brewed six-pack.

Cross Country Checkup is Canada's only weekly national open-line radio program. Each week McCue rolls out the welcome mat to everyone who wants to phone-in or take part through social media in a lively discussion on a topic important to all Canadians

"I'm looking forward to co-hosting this special edition of Cross Country Checkup with Rob," said Checkup host McCue. "Canada is the top destination for Wisconsin’s international exports and almost 137, 000 jobs* in Wisconsin rely on trade with Canada, so it's a topic close to many people's hearts and wallets."

This is a special co-production between CBC Radio and WPR. Not only will WPR carry the program live on all stations and online at wpr.org, listeners can also participate via Facebook Live. This special program is being offered to other US stations by PRI, Public Radio International.

*Source: <https://lop.parl.ca/Content/LOP/ResearchPublications/2017-565-e.html>

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Note to Editors: Please find a royalty-free photo of Duncan McCue, host of *Cross Country Checkup*. Photo Credit: CBC Radio. Also, attached is a royalty-free photo of Rob Ferrett, host of WPR’s *Central Time*. Photo Credit: WPR.

About Wisconsin Public Radio

For over 100 years, Wisconsin Public Radio has served the people of Wisconsin with quality news, music, talk and entertainment. On-air, online and in the community - we work for Wisconsin. WPR is a service of the Educational Communications Board and University of Wisconsin-Madison. Listen, learn more and donate at www.wpr.org.

About CBC/Radio-Canada

CBC/Radio-Canada is Canada's national public broadcaster. Through our mandate to inform, enlighten and entertain, we play a central role in strengthening Canadian culture. As Canada's trusted news source, we offer a uniquely Canadian perspective on news, current affairs and world affairs. Our distinctively homegrown entertainment programming draws audiences from across the country. Deeply rooted in communities, CBC/Radio-Canada offers diverse content in English, French and eight Indigenous languages. We are leading the transformation to meet the needs of Canadians in a digital world.

About PRI: PRI is building a more informed, empathetic, and connected world by creating multi-platform content that empowers people to enrich their lives and the world. PRI's award-winning content reaches more than 20 million people each month, through over 900 public radio stations in the U.S. and PRI.org, and millions more through podcasts and social networks. More information about programs, podcasts and funders may be found at www.pri.org.