

WPR: Cross-border special: Trump! Trudeau! Trade!

Posted on Wednesday, Jul 11, 2018

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

MEDIA RELEASE

Contact: Rick Reyer, Central Regional Manager • rick.reyer@wpr.org 715.261.6391

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>