



HEADLINE: *Is NATO Obsolete and Unfair?*

Summary:

Reactions to President Trump's comments to two European newspapers on NATO being obsolete in relation to terror and allied nations not paying their fair share

Reasons for Pitch:

Administration changes offer new opportunities for introspection and policy modification, which have the potential for significant global ramifications.

Subject Strategy & Approach:

- Supporting Points
 - European countries not spending enough on defense creates a financial burden on the United States, and allied nations' defense spending should be further increased.
 - Putin representative Dmitry Kiselyov agrees that NATO is "confrontational."
- Counter Points
 - Trumps comment is degrading to US National security since the US is safer and more powerful with the support of NATO allies.
 - The US has received support from NATO allies specifically coming to US defense in Afghanistan while invoking Article 5 of NATO treaty (after 9/11).
- Authoritative Input
 - General Maddis differs in Trump's opinion calling NATO "the most successful military alliance in modern world history."

On-Camera Interviews & Content Sources:

- Philip H. Gordon, Senior CFR Fellow
- General Maddis confirmation hearing response footage (01/12/17)
- CFR Moderator Voiceover

B-Roll:

- Pan of NATO treaty's Article 5 Collective Defense Provision
- Reuters/AP footage: US Presidents shaking hands with NATO ally leaders
- Foreign allied troops in combat in Afghanistan
- On-screen quotes from President Trump, Dmitry Kiselyov & General Maddis

HEADLINE: *Can the Financial Services Industry Keep Up with Artificial Intelligence Innovation?*

Summary: The U.S. Federal Reserve Board and the Congressional Budget Office have expressed concern that U.S. and global productivity, one of the most important sources of economic growth, may stay low. Exponential improvements in digital technologies like cloud computing and cognitive virtual assistants are transforming industries while AI has yet to integrate itself into corporate society.

Reasons for Pitch: There's continued pressure to create new income economies from technological innovation. Alternative internet-based banking systems like Bitcoin could gain steam if banks are too slow to innovate, while younger generations have proven to be fickle in avoiding the established order.

Subject Strategy & Approach:

- Points of Confidence
 - Financial Services are the second highest industry in spending after the tech industry
 - ATM's were a huge challenge for branch level banking but the industry proved to successfully adapt and integrate
- Points of Speculation
 - Established financial economies with large-scale commoditized services and complex verticals have optimized themselves so much that they are no longer agile enough for innovation.
 - Smaller industries that have funds for innovation and greater flexibility for trial-and-error processes could establish new model solutions faster and lead the way while gaining clients from banks not able to adapt quick enough.
- Suggestive Methods for Adaptation
 - Trust needs to be established through communication and has proven to gain acceptance from consumers via voice recognition systems and digital assistants like Apple's Siri and Amazon's Alexa; security industries have proven to gain comfort with image recognition technologies.
 - Banks have a path to become base suppliers providing application program interface's (API) then service providers, before developing of a truly innovative business model.

On-Camera Interviews & Content Sources:

- James Manyika CFR Board Member; Adam Segal, Ira A. Lipman Chair in Emerging Technologies and National Security
- Quotes and sound bites from The Future of Finance Forum in Zurich (10/26/16)
- On-screen text to serve as narration where necessary

B-Roll:

- Product shots of iPhone and Amazon Echo; Consumers interacting with voice recognition technologies
- Footage inside banks showing human interaction and frustration with bankers/tellers and waiting on deposit lines
- Footage of early commercial adaptation methods of AI (IBM's Watson) and Virtual Reality (ex: Samsung Gear)
- Stephen Hawking quote expressing skepticism and fear that AI could "end the human race."

HEADLINE: The Canadian impact on NAFTA Renegotiations

Summary:

Renegotiating NAFTA has been noted as the top trade priority for the Trump administration. Canada and Mexico have been warned by Commerce Secretary pick, Wilbur Ross, that the Trump administration will begin NAFTA renegotiation within days after inauguration.

Reasons for Pitch:

Much NAFTA media attention and Trump criticism has been focused on Mexico. Yet the Canadian dollar has already started to weaken and Canadian Prime Minister Justin Trudeau has been criticized for weakening Canada's negotiation position upon indicating a willingness to participate.

Subject Strategy & Approach:

- Minimal Impact:
 - Trump's NAFTA criticisms have focused on currency manipulations while Canada is a fair and compliant partner and the US's biggest trade partner and should therefore expect constructive negotiations.
 - Losses associated with a NAFTA renegotiation would be offset by energy export gains associated with Trump's commitment to authorize the Keystone pipeline project.
- Areas of Concern:
 - Canada sends 75 percent of its exports to the United States and could suffer from renegotiation of NAFTA
 - Canada is dependent on trade with emerging markets like Mexico and all three countries depend on each other for manufacturing parts.
- Collateral Damage:
 - Canada is the top export destination for 35 American states and nearly 9 million U.S. jobs depend on trade and investment with Canada. Canada (and Mexico) could threaten to impose an import tax on American goods causing a downturn in the US economy and a spike in the unemployment rate.
 - Low-cost foreign goods would become more expensive, reducing demand from American retailers.

On-Camera Interviews & Content Sources:

- Distinguished Visiting CFR Fellow and Economist A. Michael Spence
- News Footage of incoming Commerce Secretary Wilbur Ross and Canadian Prime
- CFR Moderator Voiceover

B-Roll:

- Industries like lumber and beef that would be affected by trade renegotiations
- Pan of North American map
- Reuters/AP footage: National leaders constructing and signing NAFTA pact in 1992 & 1993