

LIGHTS, CAMERA, MICHIGAN!

Specific Purpose: To inform my audience on the rapidly growing movie industry in Michigan.

Thesis Statement: Usually when you hear the word *movie* you don't necessarily think of Michigan, but since a tax incentive for movie producers passed in 2008, the image of movies and Michigan changed dramatically.

Organizational Pattern: Topical

Introduction

- I. Attention-Getting Device—Lights, camera, Michigan!
- II. Introduce Your Topic—Usually when you hear the word *movie* you don't necessarily think of Michigan, but since a tax incentive for movie producers passed in 2008, the image of movies and Michigan changed dramatically.
- III. Demonstrating the Importance—Not only did my research show how the entertainment business benefits from producing movies here, but each and every one of us sitting in this room right now might benefit from this industry as well.
- IV. Preview of Main Points—In the next few minutes I'll inform you why the entertainment industry picked our wonderful Great Lakes state, how the branching of the industry impacts and benefits us as citizens, and what's in store for the future.

Body

- I. As I mentioned earlier, Michigan has a few incentives for the entertainment industry to make films in our state.
 - A. According to the West Michigan Film Office, the generous tax credit gives the entertainment industry up to a 42% tax break for production costs spent in the state.
 1. Special Report released an article in 2009 written by Kathy McDonald, which demonstrated the growth of this industry by showing a huge jump in revenue (McDonald, 2009).
 2. The article said that in 2007, moviemakers spent \$2 million producing films in Michigan, and in 2008, merely a year later, that number skyrocketed to \$125 million.
 - B. Next to the generous tax credit, there are other incentives Michigan has to offer the film industry (Carty, 2009).
 1. Unlike other popular sites such as Texas, Louisiana, California, or New Mexico, Michigan has four seasons allowing for all types of environmental conditions in films.
 2. We have 3,000 miles of coastline along the Great Lakes, and these bodies of water are so big that their horizons appear to be the size of oceans.
 3. In southwest Michigan, there are many charming old towns and buildings that could never be replicated due to cost.

Transition: Obviously you can see that the film industry has plenty of reasons to come to Michigan, but there are also plenty of reasons why we, as community members, want them here.

- II. As we all know, Michigan is still leading the nation in unemployment rates, but the growing film industry is helping our state out of our economic troubles and helping all of the citizens.
 - A. In 2007, only two movies were shot in Michigan, and after the credit was enacted in 2008, that number grew to 120 films (Michigan Film Office, 2007).
 - B. With more movies being produced, there obviously needs to be more skilled employees and supporting industries.
 - 1. There are also plenty of former autoworkers, who are skilled at technical jobs, who could immediately benefit from employment such as building sets, operating lighting systems, or other technical jobs.
 - 2. Additionally, when more movies are made in Michigan there is a greater need for businesses such as hotels, restaurants, and manufacturing.

Transition: But after going through these tough economic times the past couple of years, each and every citizen in Michigan knows how to look on the bright side of things.

- III. So, what's next for the big movie industry in Michigan?
 - A. In an article published in 2009, Jim Burnstein, a screenwriter who helped the state develop the tax credit, was interviewed, and he said, "We have finally got the imagination of people in Michigan that there can be another industry here other than the auto industry" (Burnstein, 2009).
 - B. In our community alone there are numerous movie industry-related organizations that are seeking to further the positive impact for all of us.
 - 1. The West Michigan Film Office has a mission to generate new creative and economic forces regionally dedicated to the art and business of filmmaking and video production.
 - 2. There are also many other organizations and events such as the Grand Rapids Film Festival, Kalamazoo Screenwriters Group, and Michigan Film Corps, and these organizations seek to find ways to increase the economic benefits.

Transition: It seems as if Michigan's future is as bright as the lights on the cameras and obviously the entertainment industry isn't just in California anymore.

Conclusion

- I. Restate Thesis and Main Points—Today, I discussed why the entertainment industry has increasingly been picking Michigan for filming, how industry impacts and benefits us as citizens, and what's in store for the future of the Michigan film industry.
- II. Concluding Device—You never know. Maybe one day you'll see a fellow classmate in a future movie or a relative with a job in the film industry.

SAMPLE KEYWORD INFORMATIVE OUTLINE

Introduction

- I. Attention-Getting Device—Lights, camera, Michigan!
- II. Introduce Your Topic—tax incentive for movie producers passed in 2008—Michigan changed dramatically.
- III. Demonstrating the Importance—research to show how the entertainment business benefits from producing in MI—we all benefit.
- IV. Preview of Main Points—why the entertainment industry picked MI, how the branching of the industry benefits us, and the future.

Body

- I. Michigan has incentives to make films in our state.
 - A. Up to a 42% tax break for production costs spent in the state.
 1. McDonald (2009)—growth of this industry in MI.
 2. 2007—\$2 million producing films in Michigan—2008, \$125 million.
 - B. Other incentives Michigan has to offer the film industry (Carty, 2009).
 1. MI has four seasons.
 2. 3,000 miles of coastline—appear to be the size of oceans.
 3. Charming old towns and buildings.

Transition

- II. Film industry contributes to help economic troubles and all citizens.
 - A. In 2007, 2 movies made in MI and after credit 120 films (Michigan Film Office, 2007).
 - B. Films require skilled employees and supporting industries.
 1. Former autoworkers and technical jobs.
 2. Need for more businesses like hotels, restaurants, and manufacturing.

Transition

- III. What's next for films in MI?
 - A. One potential replacement for auto industry (Burnstein, 2009).
 - B. Numerous movie industry-related organizations.
 1. The West Michigan Film Office.
 2. Grand Rapids Film Festival, Kalamazoo Screenwriters Group, Michigan Film Corps.

Transition

Conclusion

- I. Restate Thesis and Main Points—the entertainment industry has increasingly been picking Michigan for filming, this industry impacts and benefits us as citizens, and the future of the Michigan film industry.
- II. Concluding Device—You never know. Maybe one day you'll see a fellow classmate in a future movie or a relative with a job in the film industry.