

The Serving Thesis Memo

A memo addressed to nobody and everybody. A funder, a partner, or a future team member should be able to read it cold.

Seven required sections. Every claim in the memo needs a source. The counter-arguments section is not a formality: state the strongest case against your own thesis, at full strength, before you answer it.

SECTION 1

The problem, in one paragraph, with its date of origin

Course anchor: the compensation model behind the office traces to 11 June 1594. The freelance-crew gap traces to LVN's last production, 31 May 1961. Pick the one your memo is actually about, and give it a date.

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SECTION 2

The evidence that it is structural, not cultural

Name the mechanism, not the character trait. Cite it.

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SECTION 3

The three things the history says the industry needs

Course anchor: distribution and exhibition have been the bottleneck since 1897; film workers have had no employer since 31 May 1961 and no enforceable protection until 24 May 2024; the canon is unwatchable and the state has never been the one saving it.

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SECTION 4

What Filmmakers Connect does about one, and what CineLink does about another

Name the specific gap each fills, and the mechanism, not the mission statement.

SECTION 5

The three strongest arguments against, stated at full strength

Course anchor: the 2016 MMFF proves access without an audience-preferred product is not enough. Colombia proves a fund can manufacture films, not viewers. BIFF proves prestige does not protect an institution from its funder. Use these, or find three as strong.

SECTION 6

The one measurable thing that would prove it is working within twenty-four months

Falsifiable. A number, a date, a threshold. Not a feeling.

SECTION 7

A source list where every claim traces

Rubric reminders

- **Not yet:** the memo argues from passion, or any claim in it lacks a source, or the counter-arguments section is a formality.
- **Passing:** all seven sections present, every claim sourced, at least three counter-arguments stated so well a critic would recognise their own position.
- **Strong:** the above, plus a single measurable success metric that is falsifiable inside twenty-four months, plus one thing the memo commits to not doing because the evidence says it does not work.

The gate: read the memo to someone who thinks the Philippine film industry is beyond help, and have them argue with the evidence instead of with you.