

ALMA ACTIVITY REPORT 2017

ALMA has got right now 474 members across the country. The membership has increased by 15% in the last year, and we strongly believe it will grow up much next year because we are in a really great moment for our entertainment industry, with more work for screenwriters than ever.

The Guild has hired two CEO's during the last period, the first of whom had a profile more oriented to negotiation and PR (but had a job opportunity and left), whereas the eventual job description includes a wider range of management tasks, along with the political role and a full-time commitment.

Legal activity:

As number of members grew up, also did legal activity, thanks to our advantageous deal with legal advisors, specialised and with many years of experience in the audio-visual production environment. An average of 15 to 20 consultations per month, gives an idea of the interest of this service facilitated by our Guild. First consultation is free for members (including reading and advice about a contract), and members can have contract rewriting and negotiation for a small price.

During 2017 there have been 6 lawsuits, all of them before the Labor jurisdiction: one of them, regarding the application of our collective agreement, has been won. Three out-of-court settlements—two claiming for dismissals and claim for payment and one for false self-employed writer—, two of them are still pending a resolution on claims for payment.

Key issues in progress:

Collective agreement for non-freelance writers

We are starting to send inspections to the producing companies that are still not applying the collective agreement, that increased the rates last year.

We also got to establish that the rates are set for a monthly pay plus two extra payments, that can be distributed month by month.

Statute for the Artists and Creators

ALMA is currently involved in the Spanish Parliament Subcommittee in charge of the definition of a Statute for the Artists and Creators, trying to create a set of tax, social security and contractual laws that reflect special conditions for workers around arts: actors, graphic artists, technicians in audiovisual industry, etc. This is an initiative lead by the Actors' Guild. The Subcommittee is in progress and the works shall be delivered in February 2018. ALMA was one of the first speaking in Congress because all the political parties asked for it. The claims ALMA is pursuing are related with the application of Tax and Work rules to the incomes and collections received by the authors at different stages of their working life, and above all, an exception for the Competence Law to be able to set minimum rates for freelance writers. And of course other general interest matters as being able to get retirement benefits and remuneration rights at the same time.

Fair distribution for remuneration rights

As many of our members had complaints about executive producers and head writers getting a huge percentage of their remuneration rights even if they hadn't write a word, we started a commission to create a fair standard distribution to use in case of arbitration. We are now working with our CMOs for trying them to apply this distribution in case of arbitration and to get automatic arbitration in case of producers or chiefs' intrusions.

Non fiction remuneration rights

We have also sat with our CMOs to make a proposal for fair remuneration rights for non fiction writers (those who are recognized by our law, such as comedy or infotainment writers). CMOs understand this is hard to get from broadcasters, as they weren't paying for this much, but we are fighting hard.

Private Copy Law

Technology manufacturers have started to pay again the private copy task after the judgments of the Court of Justice of the European Union and our Supreme Court.

Still no news about a hypothetical compensation for the years we didn't get this.

Streaming platforms

It is almost the first time pay tv series are being produced in our country: Movistar+, Netflix, HBO and Amazon are developing tv series now. Writers are being paid more or less the same than they were getting for commercial tv.

New website and logo

We renewed our corporate image and included in our new website a Screenwriter Guide for all our members.

Events and cultural activities

FSE Board Meeting

Following a proposal passed in Paris by its General Assembly, the members of FSE agreed to host 5 Board meetings per year in their own countries. ALMA hosted the first one in Madrid.

Also, a round of encounters was held with all the political parties, seeking their support to the inclusion of the transparency triangle in the forthcoming EU Copyright Directive, and also to CMOs by granting legal coverage for the right of universal remuneration. Other national issues were discussed, such as the pursuit of an exception in the application of the Spanish Competition Act for screenwriters.

Legal Workshops

Alma celebrated four legal panels with our lawyer and one of our members throughout the country called "*All you signed and you shouldn't*", to explain writers about their rights, specially those related to our collective agreement. The situation of 'false self-employed' screenwriters, permanent seasonal contracts and advice on how to negotiate contracts were addressed in this workshops. Tomas Rosón, legal advisor of ALMA, and the screenwriter Sergio Barrejon, member of the Guilds' Board, directed the three different workshops celebrated in three cities of Spain, each of which also included the presence of supporting entities (SGAE Foundation in Madrid; GAC in Barcelona and EDAV and CulturArts-IVAC in Valencia).

Master Class with Terence Winter

The creator of 'Vynil' and 'Boardwalk Empire' and writer in The Sopranos traveled to Madrid to give a master class at the Film Academy that was attended by 160 writers. As in former editions, ALMA increased its membership in around 5%. The master class received extensive media coverage.

ALMA Crime Workshop

ALMA, with the support of SGAE Foundation and in collaboration with the Film Academy and the Chair of Behaviour Analysis B&L –Udima, offered an exclusive monographic session on Behaviour analysis, police investigation and the psychological perspective of crime.

ALMA Psycho Workshop

ALMA, with the support of SGAE Foundation and the assistance of the Film Academy, offered and exclusive monographic session centred on the knowledge of the brain.

Festivals and markets

Alma took part or gave awards in the following festivals, markets and prizes:

- **MECAL Festival Barcelona**
- **TV and Film Festival (Festival de Cine y Televisión)**
- **Cinematography National Award**
- **Conecta Fiction International Spain and Iberoamerica Market**
- **Orbigo Short Films Festival**
- **Vitoria National Film and TV Festival (FestVal)** (where ALMA is in charge of the Screenwriting prize voted by pur members)
- **International Short Films Festival Antic Horror**
- **Madrid Film Festival**
- **MoviStar+ SpoilerFest. International TV Series Festival**
- **Alcala de Henares Film Festival ALCINE**
- **Heroes Comic Con Madrid / GamerCon / Manga Hall**
- **International Film Festival of Gijon (FICX)**
- **Julio Alejandro Award. SGAE Foundation**
- **12nd Script Development Meeting. Region of Madrid**
- **2nd Congress of the Audiovisual Multi-sectorial (Argentina)**
- **Fernando de Castro Foundation-Association. Round Table: 'Women who Write'**
- **SundanceTV Shorts 2017. MasterClass with Fernando León**