

ALMA ACTIVITY REPORT 2020

ALMA has at present 780 members across the country, increasing by 13% since November 2019 and keeping the growing tendency. The feedback on the activities, services and information facilitated by ALMA links the value of pertaining to this community to the growth in membership.

ALMA co-organises and codirects a University master's degree in Screenplay and Scriptwriting with Carlos III University of Madrid, which is just initiating its fourteenth edition. This year it has again maintained its top number of students (27). Also, since 2016 it offers an Expert's degree, with more limited contents and which does not require a graduate degree to access it.

Key issues in progress

Collective agreement for non-freelance writers

Negotiations were interrupted due to the attitude of the Producers' representatives, although the main problems affect technicians more than writers, in spite of there being some issues in our side.

Statute for the Artists and Creators

The fact that measures weren't developed harmed the situation of writers through the pandemic significantly.

Credit rules and application

ALMA adopted a system of credit rules which will help achieve an inner and international understanding and leading to standardization.

Legal report

After the Covid-19 situation, information on available resources for writers was gathered and distributed among our members, whereas questionnaires and direct requests for information were conducted among our members. All that lead to the conclusion that a Contracts Surveillance Service should be put in place to contain the lowering of prices in the freelance market.

The regular activity in review, consulting and negotiation of contracts has also increased this year, and legal inquiries have raised in the months between March and October, something we are encouraging our members to do. They are also providing more information about their contracts to the guild.

The results of this legal service continue to be to the highest level of satisfaction for members of ALMA.

Specific Covid-19 activity

Beside the information provided to members and the collection of their own professional data, the Writers Guild of Spain was involved in the most representative working groups and institutional meetings with the Government of Spain, and in particular in the meetings with the Minister of Culture and the Minister of Treasury.

Legal advice for specific issues related to employment as a consequence of the pandemic have become a more urgent need at this point.

Events and cultural activities

Film series: Write and go on (Film Academy, Madrid, October 2019- October 2020)

This new cycle was based in the screening of classic films and a closing discussion with either the writer of its screenplay or current writers who have a particular relationship with the original writer or with the film. The cycle needed to be suspended in April due to the health emergency.

Guionistas de Goya (Screenplays for an Award) (Madrid, December 2019)

This is an encounter between the media and the nominees to Best Original Screenplay and Best Adapted Screenplay for the 2020 Awards of the Spanish Academy of the Film Arts and Sciences. This year, the encounter took place the month before the award ceremony, gathering again most of the nominees and receiving extensive coverage by the media.

ALMA Course on Comedy Writing (Madrid, January, February, March 2020)

Consisting of 7 sessions, hosted by 7 of the most successful comedy writers in the country, in feature film, series and variety programs, this course was an utter success, with an attendance of 100 writers.

Workshop for writers with other AV professionals (Madrid, February 2020)

An exclusive activity for guild members in which they met, in groups of 10, for half hour with different professionals of the sector (Director, Producer, Editor, Actress and Legal expert)

Film series: 'Somebody wrote it' (Madrid, February-September 2020)

In partnership with the Cineteca of the city of Madrid, ALMA continued the screening of recent, successful films followed by a conversation with its writers, to increase visibility for feature film writers in a coordinated manner with our social media campaign #NoSeEscribenSolas (Somebody wrote it) which claims for complete reporting of the names who write shows, series and films. This year only three sessions could be successfully organized because of the hygienic measures in theaters.

Writer and director: A good match (Malaga, March 2020)

An activity designed to facilitate acquaintance and discussion between professionals from both sides of productions. Unfortunately, it needed to be called off by the Covid-19 emergency only the day before it was scheduled.

Writers Guild of Spain Awards (Madrid, October 2020)

ALMA has resumed the event, postponed in March due to the pandemic, and presented the awards to the best screenplays of feature documentary, feature film comedy, feature film drama, daily series, comedy series, drama series and entertainment programmes. The Honorary Award of 2020 was bestowed on the political commission responsible for the Statute of The Artist Report, adopted by a unanimous vote in the Spanish Parliament back in 2018. The ceremony was briefer than projected and was live streamed and open to members of the guild and media outlets. It finished with a press conference also streamed and with participation of journalists who attended and also via Telegram.

ALMA with Women Writers (Madrid, October 2019-March 2020)

Series of interviews to professional women writers from different environments -writers rooms, creators, variety programs, comedy, drama and feature films- published on a specialized writers blog, with the purpose to increase visibility of a selection of female writers and role models to some of their peers who may be at earlier stages of their careers.

Workshops with participants in the Spanish Film Academy Residency for Creators (Madrid, May 2020)

Three different meetings were held via Zoom to meet the following goals:

1. Inform the current residents from the 2019-20 program about the significance and role of the Writers Guild of Spain.
2. Give the 2019-20 residents deeper insight of the dangers in the AV market and how to respond through the action of the Union.
3. With the cooperation of the Film Academy and three members of the Guild who were part of the 2019-20 Residency, and overview and information were offered to candidates to the 2020-21 program on the application process and the day-to-day life of the Residency, and how to make the most of the experience.

Conecta FICTION Reboot (Pamplona, September 2020)

ALMA maintained participation of its members and guild presence in the most prominent international series market that takes place in Spain and covers the Ibero-American, European and of course Spanish territories connecting talent and broadcasters and producers.

This year the on-site activity was postponed to September, but a whole online agenda was in operation in the original date of June. Four members of the guild enjoyed a free pass and accommodation through a pitch contest organized by ALMA and Conecta FICTION.

Networking encounters (Madrid, February 2020)

ALMA intended to continue bimonthly networking social events for professional conversation among its members, which unfortunately could not go on after February, due to the pandemic.

The story continues (*Guión y seguido*. October 2019- April 2020)

In partnership with the Academy of the Arts and the Cinematographic Sciences, ALMA has programmed the screening of well-known, successful Spanish feature films before the public, following which its writers or, if they be disappeared, two prestigious screenwriters should take on the task of presenting the seldomly disclosed artistic work underlying the screenplay.

(TV show writers (Madrid, September 2020)

Five writers of variety shows aired in generalist broadcasters, cable and on demand platforms presented the peculiarities of working in talent, reality and sketch programs and talk shows before a reduced audience of writers and media outlets, who offered extensive coverage and streamed for the public, echoing the main headlines and the stories behind.

Festivals and markets

- Festival de Málaga (Malaga Festival)
- MECAL Festival Barcelona | April 2020 (Workshop: *Creating characters who sell series*)
- TV and Film Festival | September 2020 (Round Table: *Daily series writers: talent in a team*)
- Cinematography National Award | August 2020 (ALMA appoints a member of the jury)
- Conecta | June-September 2020 (Four members selected through a video pitch contest)
- Madrid Film Festival | November 2020 (ALMA sponsors the festival and presents the Best Screenplay Award)
- International Film Festival of Gijon (FICX) | November 2020 (ALMA sponsors the festival and presents the Best Spanish Screenplay Award)
- Julio Alejandro Award (SGAE) | November 2020 (ALMA appoints a member of the jury to this screenplay award, judged and voted by that jury)
- VLC Pitch Forum | November 2020 (ALMA sponsors an international masterclass organized by EDAV, the association of screenwriters in the Community of Valencia).