

ACTIVITY REPORT 2024

ALMA develops projects in different areas (union work, training, networking and informative) with the aim to make our profession closer and better known to an increasing portion of society, create awareness on the importance of authorship and reinforce the position of writers and their protection on the AV market. ALMA targets, for these different actions:

1. Guild members
2. Professional writers
3. Specialised audiences (public entities, media, AV industry)
4. AV spectators

The specific goals of ALMA include:

- Provide visibility to writers and their work and highlight their key role in the creation of Spanish AV films, series and programs.
- Promote the works of Spanish writers and offer the information of their work to the public.
- Encourage the production of Spanish AV works, supporting talents in festivals and professional events.
- Strengthen the profession nationwide and Foster interaction among writers in Spain and abroad, increasing their links with the industry.
- Drive a high-quality training through a quality academic frame, along with the University Carlos III de Madrid.
- Make specialised training available for writers and help them remain updated for the improvement of their daily activity.
- Foster gender equality, promote the work and visibility of women writers who become inspiration for new generations of professional women creators.
- Enable broad access of the public to AV culture, focusing on the screenplay and script as the key piece that seals the quality of those works.
- Provide the media with the information and the access to authors and their work.

Many of the projects are supported by other associations, guilds, institutions and festivals, such as the University Carlos III de Madrid, CMOs (DAMA and SGAE), the Spanish Film Academy, the Ministry of Culture of Spain, Culture Departments and Film Commissions from all the regions of Spain.

UNION ACTIVITY

- ALMA consolidates as the **largest and most representative guild in Spain**, as membership has risen above 1000 in 2024.

- After the enforcement of the **III Collective Agreement for the Audiovisual Industry**, ALMA is conducting a campaign to inform of the new salaries and conditions, helping members to learn and claim these new standards and following implementation.
- **Legal advice** is granted by the guild, as well as **contracts negotiation and review**. Both services are highly valued by members and key to keep ALMA updated in terms of working conditions of writers around the country.
- In its 2024 General Assembly, ALMA approved a change in its bylaws to strengthen the reach of **the disciplinary procedure** in place and, therefore, avoid or address more effectively any professional malpractice or unethical behaviour by its members.
- **ALMA co-organised the biannual National Writers Conference of Spain**, in April 2024, in Sevilla, along with the writers' associations from Cataluña, Valencia, Galicia, the Basque country, Andalucía and the Canary Islands and the support of the CMOs DAMA and SGAE.
- **New Students fee**: Due to malpractice found in certain screenwriting courses, and particularly in the way students' works are dealt with in some of them, ALMA has found the importance of helping students join the guild and have access to protection and legal advice. That's why, from 2024, a new reduced fee can be enjoyed by screenwriting students for one year, with full membership status.
- **1MAY: International Working Day campaign**. ALMA posted a highly successful campaign on social media to remind of the essential importance of organising and working in guilds and unions, the requirements of our Collective Agreement and the claim of better working conditions.
- **Internationally**, a delegation of ALMA will take part in the IAWG General Assembly, the World Conference of Screenwriters 2024 and the FSE General Assembly in Galway, Ireland, between September 29th and October 4th.

MAIN INSTITUTIONAL ACTIVITY

- **ALMA is a member of the technical working groups** to develop legislation completing the Statute of the Artist of Spain.
- As the Writers Guild of Spain, ALMA has worked the last years to **recover the public funding for writers to develop screenplays**. These funds will be recuperated in 2024.
- Other lines of work are being followed with the **governments and film commissions from different regions** of Spain.
- **ALMA** takes part in the **jury** deciding the **National Film Award**, bestowed yearly by the Government of Spain.

OPERATIONAL OUTSTANDING ACTIVITIES

- **ALMA Podcast "Esto ya se ha hecho" ("This Has Already Been Done")**

ALMA has launched the official Writers Guild Podcast, with 30 weekly, one-hour episodes, including sections with the experience of writers for film, series and entertainment shows to union messages and advice, organized in two seasons between March and December 2024. Two of the episodes were recorded live from the National Writers Conference of Spain (April) and the TV Festival of Vitoria (September).

- **ALMA Awards 2024**

With the presence of the Writers Guild of Ireland & Chair of the PRG of the IAWG, Jennifer Davidson, host of the WCOS 2024 of Galway, ALMA hosted the 7th Awards Ceremony. The Price of Honor was awarded to the WGA Strike Negotiation Committee, represented by Chris Keyser and David A. Goodman.

- **International Master class with the Co-Chairs of the Negotiation Committee of the Writers Guild of America Strike of 2023**

David A. Goodman y Chris Keyser offered an in-depth vision of the main issues to be dealt with before signing the 2023 MBA, and how they needed to be addressed unavoidably through a strike. They also explained how the final agreement was achieved, and the meaning of its content in terms of the future of the industry.

- **Contest to develop entertainment and contest formats for the green**

With the support of the European Climate Foundation, ALMA organised this contest to promote, assess, advice and accompany to the sales process writers of entertainment and contest formats based in the opportunity to a new approach to the fight against climate change and foster social response in this effort.

- ***Somebody wrote it* campaign (*No se escriben solas*)**

ALMA and the Film Academy of Spain keep running this initiative, starting in 2018, to highlight the work of writers in film and explain their role and work in recent movies.

This campaign has a second arm, through which the Guild complete all the writers' information of launched series, shows and films on social media, so writers behind those works are better known by audiences and the media.

- **Writers on the Media 2024**

Open gatherings of writers and specialised journalists are held three times a year: one is dedicated to film writing, where nominees to the Spanish Academy Awards can display their work in the selected as best films of the previous year; a second one focuses on entertainment and unscripted shows; the third has series writers as the protagonists of the round tables.

**FESTIVALS AND MARKETS WITH AWARDS GIVEN OR ACTIVITIES FOR WRITERS BY
ALMA**

- **March 2024: 27^a Festival de Cine de Málaga (Malaga)**
- **April 2024: Festival Series Nostrum (Altea, Alicante)**
- **May 2024: 33 Muestra Internacional de Cine de Palencia (Palencia)**
- **June 2024: XXVI Festival MECAL (Barcelona)**
- **September 2024: FesTVal (Vitoria)**
- **Septiembre de 2024: Navarra Tierra de Cine (Navarra)**