



Writers of some of the 101 Greatest Screenplays at a gala in April 2006.

MAKING OUR PRESENCE FELT

Audiences don't know somebody sits down and writes a picture; they think the actors make it up as they go along.

—Charles Brackett & Billy Wilder, *Sunset Blvd.* (1950)

WHO WE ARE—RECOGNIZING THE WRITERS BEHIND THE TV SHOWS AND MOVIES

One of the objectives of the Guild is to make the public aware of the writers behind their favorite films and television shows.

During the Guild's upcoming Contract 2007



negotiations, the WGAW Public Affairs Department will once again take the lead on press communications. Fielding well over 1,000 press inquiries each year, the Public Affairs office works closely with publishers, editors and writers to field, pitch and place a myriad of Guild- and member-driven stories—from feature articles to issue-focused columns to on-air interviews and late-breaking news reports—always with the goal of promoting television and film writers, their craft, the Guild and issues important to writers everywhere.

Collaborating with other Guild departments, including Organizing, Public Policy, Diversity and Member Services, Public Affairs acts as the primary media contact to address and promote vital issues, ranging from recent organizing

efforts in reality television, animation and non-fiction programming to creative concerns about the rise of product integration, media consolidation and governmental regulation. During the past year, the department coordinated press conferences and other media events, including announcement of the latest findings from the 2007 Hollywood Writers Report, which spotlights concerns faced by writers from diverse backgrounds.



The Public Affairs Department is also a full-service press office available 24/7 to print, TV, radio and online media outlets. The Public Affairs team also produces a wide range of writer-centric events throughout the year to celebrate writers and their work, including the WGAW's annual Writers Guild Awards.

The Public Affairs office regularly generates media coverage in major outlets such as *Daily Variety*, *The Hollywood Reporter*, the *Los Angeles Times*, Associated Press, Reuters, *The New York Times*, the *Wall Street Journal*, *Broadcasting & Cable*, *Television Week*, KCRW, NPR, local, regional and national TV, radio and online news stations and online news websites.

Throughout the year, the Public Affairs Department produces member-focused events designed to foster a higher media profile for writers and increased press opportunities for WGAW members. Events this past year included: Sublime Primetime (a special evening with Emmy-nominated writers), Beyond Words: The Writers Talk (a panel featuring WGA- and Oscar-nominated screenwriters), screenwriters receptions in the summer and winter organized to fete members' seasonal films in release, the annual Television Critics Association press reception for showrun-

ners and staff writers for new and returning television series.

Other events included: Publicity 101, a how-to panel to assist writers in promoting their work and themselves; a thought-provoking, second-annual

The Write Influence II diversity forum, hosted in conjunction with the Guild's Diversity Department; last fall's Candidates Night, which drew SRO attendance; and a spirited 2006 Member Holiday Party hosted at Memphis in the heart of Hollywood.

ADVOCATING ON BEHALF OF WRITERS

The Public Policy and Government Affairs Department of the WGAW was recently created to advocate for the rights of writers before policymakers at the federal, state and local levels and to provide a voice of leadership on issues of importance to our members, the talent community, and the entertainment industry at large. The Guild's policy agenda centers on the economic and creative rights of writers, including critical areas such as film piracy and copyright protection, media consolidation and independent content, product integration, and runaway production.

In the last year, WGAW President Patric Verrone testified before the FCC against the proliferation of media consolidation and its threat to independent content and member Phil Rosenthal testified on behalf of both the WGAW and SAG before the U.S. House of Representatives Subcommittee on Telecommunications and the Internet on the dangers of product integration to the creative process and to the consumer. The Guild's government affairs department also lobbied in support of the Employee Free Choice

Act and joined with a coalition of organizations in filing a friend of the court brief in support of Fox, NBC and CBS urging the Second Circuit Court of Appeals to overturn an FCC ruling that imposed new standards for censoring indecency. In June of this year, the appeals court ruled in favor of the broadcasters and overturned the new FCC policy.

HONORING OUR BEST AND BRIGHTEST

THE 59TH ANNUAL WRITERS GUILD AWARDS

The red carpet rolled out, the lights shone brightly and the writers were on display, paying tribute to their own. Partnering with executive producers Conor McAnally and Bart Peters of Blaze Television, the Public Affairs team produced the 2007 Writers Guild Awards held in February at the Hyatt Regency Century Plaza Hotel.

In addition to the many talented writers who received awards for their work in current films and television programs, the Guild presented special honors to writers who have brought dignity to the profession. Robert Benton received the Screen Laurel Award and John Wells the



Winner of this year's Writers Guild Awards. Left: Robert Benton. Above: Steve Carell

Paddy Chayefsky Laurel Award for Television. Larry Gelbart was presented with the Valentine Davies Award for his humanitarian efforts and the late Daryl G. Nickens was remembered for his service to the Guild

with a posthumous Morgan Cox Award.

The show drew a sold-out crowd and received extensive media coverage, including WGA-themed special issues



of both *Daily Variety* and the *Hollywood Reporter*.

101 GREATEST SCREENPLAYS

The Godfather, Casablanca, Citizen Kane, Chinatown, Schindler's List. The greatest films of all time have one thing in common: each began as the vision of a writer. Long before the parts were cast and the cameras rolled, a writer gazed upon a blank page and set in motion a classic story. In 2006, the Guild celebrated the best screenwriters and their timeless works with the release of the 101 Greatest Screenplays list.

101 Greatest Screenplays compiled the finest achievements in film writing, as voted upon by members of the Guild, who were asked to list up to 10 of their favorite produced screenplays. Any film, past or present, English or foreign language, was eligible. The resulting list is a compendium of the greatest films of the century, with all decades from the 1930s forward represented among the rankings.

On April 6, 2006, the Guild held a gala at the Writers Guild Theater to honor the writers of the 101 Greatest Screenplays. Many of the living writers of the 101 screenplays attended the red carpet event, along with family members of those no longer living.

PUTTING THE WRITER'S FACE ON THE COVER



WRITTEN BY MAGAZINE

The range and influence of *Written By*, the Guild's magazine, grows ever wider in the entertainment industry. January's exclusive story on the writing staff behind the box office smash *Borat* revealed for the first time that the pseudo-documentary wasn't improvised—it was written. Suddenly, the

media realized that *Borat* had been written by WGA writers. With his cover blown by *Written By*, Sacha Baron Cohen publicly acknowledged his co-writers for the first time.

The magazine's evolving importance was also evident when the annual summer issue of unproduced scripts led to Dava Saval's *Avery House* series going into development—it will air this fall. In addition, the magazine continues to celebrate writers and their craft. Robert Towne gazed out from the cover for the comprehensive 101 Greatest Screenplays issue, a members-only competition that generated international publicity. The writers' room of *Lost* was found to be as exotic as the hit series. John Milius shared his reborn passion for labor unions. Gore Vidal voiced his opinions in a special film noir issue. A magazine contributor even traveled to Greece to interview the legendary blacklisted writer Jules Dassin, while another correspondent located Jorge Semprun in Paris. And, just to prove that *Written By* has a sense of humor, Diane English, creator of *Murphy Brown*, was photographed in a field of cows. The annual Writers Guild Awards issue served as the program guide at the awards gala.

This year, the magazine began a publications

relationship with Newmarket Press in New York. When Newmarket published Eric Roth's screenplay in book form as *The Good Shepherd: The Shooting Script*, the introduction was a reprint from the December 2006 issue of *Written By*, and the magazine's cover was reproduced in the book.

The last couple of years have been a financial boom for the magazine; advertising sales have increased by a whopping 500 percent.

And finally, awards keep coming to the Guild's magazine. Two prestigious Eddies, the publishing world's Oscar®, were presented at the Folio publications gala in New York to *Written By* for achievement in editorial and art.

YOU HEARD IT HERE

WGAWEST MEMBER NEWS AND MEMBER COMMUNICATIONS

As the Guild heads into its 2007 contract negotiations, the *WGAWest Member News* continues to publish vital information of importance to Guild members, providing them with the latest business, legal and legislative news. The WGAW publication of record, the monthly *Member News* covers all Guild news, from negotiating efforts and other Guild business to committee activities and outreach efforts. The newsletter recently created a new column called POV, which gives WGAW members a forum for their opinions.

The most popular section of this publication is BUZZ, which chronicles the extra-curricular activities of members—awards won, books published, plays produced, etc.



WGA West Member News is available monthly in pdf format at WGA.org. In addition to the print version, the monthly events calendar and BUZZ are also sent by email to all members who have provided email addresses—currently more than two-thirds of the Guild’s active membership. The email list is also used to inform members about updated news as needed.

WGA.ORG

The Guild’s website is a crucial link in promoting writers to the industry and the public. It has evolved into an integral part of the Guild’s daily business. As the Guild’s online face to the world, WGA.org strives to serve both its members and all those with an interest in the art and craft of film and television writing.

For members, the site includes access to residuals lookup, dues payments online, the Late Pay and Free Rewrite Help Desks, the Guild calendar, and access to the Guild’s many documents, booklets, pamphlets and publications including

the Schedule of Minimums and the 2004 Minimum Basic Agreement. Other writing tools and resources include online script registration, RSVP online, Ask the Expert listings, links to member and research web sites, and the Guild’s Signatory Agency List. WGA.org also features exclusive web-only content from award-nominated stories and interviews to free audio Q&As and video podcasts.



Mardik Martin and James L. Brooks, two of the 101 Greatest Screenplays, teach younger writers at the Writers Salon II event.

