

SMFA Resources for Tracking Pilot Season Upfronts

Please see page 99 (the chapter on **Targeting Buyers**) in the 4th edition of *Self-Management for Actors: Getting Down to (Show) Business* for information on how best to utilize the data you'll find at these websites as you track your targeted television pilots to learn which ones are receiving commitments of advertising dollars at upfronts each May. Just give a good Google to any of the following resources and you'll hit it.

Access Intelligence's CableFAX and Cable 360
CastingAbout (their network-by-network upfronts summary is great)
Cynopsis
Deadline Hollywood Daily
IMDb-Pro
iMedia Connection
IndieWire
MediaPost Publications' Media Daily News
New York Times Business/Media section
Production Weekly
Radio and Television Business Report (RBR)
Studio System News
TeeVee app
The Futon Critic (check the DEWATCH and the Season Scorecard)
The Hollywood Reporter Pilot Season section
The Incomparable podcast
The Wrap's Pilot Season Network Guide
TV Week
Variety's Pilot Season Scorecard
Zap2it

Don't forget to set up a Google News Alert for the word "upfronts" and of course for any show title you're specifically hoping to track. Visit smfa4.com to grab the *SMFA Hot Sheet* containing the link to an awesome infographic about the consolidation of media ownership to more fully understand the brands for whom you're pitching yourself, when you select any particular series, then learn it's been picked up by a specific network. This thruline is important!

Come jam with us in the *SMFA* Facebook group or the Bonnie Gillespie instructional DOJO to go deeper with this badassery.

Psst! If you find this or any other of these free resources of exceptional value, we'd love a tweet, a photo of you with your copy of *SMFA* for our awesome gallery, or even a nice review at Amazon!