



# SM7A Casting Calendar



Awards Season  
*(Jan. to March)*

Staffing Season  
*(April and May)*

Ad Season  
*(Nov. and Dec.)*

Festival Season  
*(Jan. to May)*

Dead Season  
*(Thanksgiving week and the week of Christmas through the Monday after New Year's Day)*

Pilot Season  
*(mid-Jan. to March)*

Showcase Season  
*(April and May)*

Episodic Season  
*(mid-July to late Oct.)*

Drop Season  
*(April)*

Drop Season  
*(late Oct.)*

Rep-Meeting Season  
*(May)*

Rep-Meeting Season  
*(early Nov.)*

Upfronts  
*(May)*

January

February

March

April

May

June

July

August

September

October

November

December