

Below, you will find definitions of terms and phrases frequently used in the world of movies, film, acting and cinema-going.

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**ADVERTISING AGENCY**

Creates advertising campaigns for clients, selects models

**AFTRA**

American Federation of Television and Radio Artists, union for all TV performers

**AGENT, AGENCY**

Third party negotiator, receives percentage fee of bookings; could be an individual person or a company

**BACKDROP**

Background used in a photographer's studio

**BOOKER**

Person at agency who sets appointments for models

**BOOKING**

Specific job assignment

**BUYOUT**

Advance payment for future use of a print ad or a commercial for a specific period of time

**CALL BACK**

Second interview after go/see/audition which means they are narrowing down the selection and they are considering you

**CALL TIME**

Actual time you are due on set

**CASTING**

Choosing models/actors for a specific job

**CASTING DIRECTOR**

Selects suitable models to represent the comp or story board

**CANCELLATION**

24 hour notice before booking is to begin or money is due agency and talent

**CATALOG MODELING**

Posing for mail order items for major retailers

**CLIENT**

Company who hires the ad agency, pays the model's fee

**COLD READING**

A script that you are reading for the first time in front of the client, without time to memorize the lines

**COMMERCIAL**

Promotional advertisement on TV, radio or other media

**COMMISSION**

A percentage of model's fee required as payment to agency

**COMPOSITE CARD, COMP CARD, CARD**

Card with 3-5 photos of model and their height, eye and hair color and size information to promote and distribute to prospective clients See what it looks like

**CREATIVE DIRECTOR**

Ad agency employee who determines the model type

**DESIGNER**

Person who creates the idea for a garment

**EXTRA**

Acting job where the actor has no speaking lines, but stands in the background and adds to the atmosphere of a scene

**FASHION TRENDS**

Gradual changes in fashion styles

**FITTING**

Trying on clothes to determine fit and style | usually before a fashion show

**FORMAL FASHION SHOW, RUNWAY SHOW**

Invited audience, stage, music; models walk down runway to show designer clothing

**GO-SEE**

job interview, model meets a client and shows portfolio

**HEADSHOT**

8 x 10 size photo of head and shoulders See a Talent Headshot

**HOLD**

the client is seriously considering you and wants you to keep the time available for them first (if anything else comes up for that time, you must notify the agency before accepting another job)

**MARKET, JOB MARKET**

any location where there is a lot of work

**MODEL RELEASE**

contract in which the model gives permission to use the photo as the client specifies

**MODEL AGENCY**

represents model for employment and receives a percentage of the bookings

**OPEN CALL**

casting when the client sees all models suitable for the type requested

**PORTFOLIO**

select photos in a vinyl or leather casebook which show the model at his/her photogenic best and samples of their work

**PRINCIPAL**

main performer in the foreground

**PRINTWORK**

photography taken for catalog and mail order, books, brochures, ads for magazines or newspapers, magazine covers, commercial photography for household products, business products and services, glamour products

**PRODUCER**

person responsible for the day[to]day decision[making on a production

**RATES**

fees charged by the model

**RESIDUALS**

additional money paid when a piece runs in repeat, rates dictated by the unions

**RUNWAY**

a narrow raised platform on which the model shows the clothing

**SAG**

Screen Actors Guild, union for TV and film performers

**SCOUT**

the act of to looking for prospective models or actors

**SHOOT**

photo

**SLATE**

to state your name on camera before your commercial audition

**SPOKESPERSON**

model chosen to explain the features of a product/service

**STAGE PARENT**

an adult who pushes and watches too closely over a child performer, gets in the way of the shoot

**STYLIST**

coordinates the fashions and accessories, checks fit of clothing, visual scene

**TEARSHEET**

copy of a print ad that the model keeps in the portfolio as proof of work

**TELEPROMPTER**

TV-like screen that displays the cue card words

**TESTIMONIAL**

celebrity declaration to the value of a product/service; improvisational endorsement of a product or service that the actor has officially tested, used and approved

**VOICEOVER**

background voices for radio or video recorded separately in a recording studio and dubbed onto visual

**VOUCHER**

three piece form with a model release use to acknowledge hours worked by a model, agency copy used to bill and get paid