

# *Pageant Grls Pageant Dictionary*

*From Pageant Planet*

**Ad Page:** Many pageants require or encourage contestants to buy or sell ad pages that appear in the pageant's physical or digital program book. These ad pages typically feature a professional photo of the contestant along with "thank you" messages to donors and/or information about the contestant's platform, community service, relevant organizations or personality. Often, judges are presented with a copy of these program books and can peruse them during breaks or review them to remember certain contestants.

**Brand:** Your brand is how you chose to use your talents, pageant and personality to best connect with your audience and especially the judges. It is important to start developing your brand before the pageant and use social media as a tool to reach a larger group of people.

**Coach:** A pageant expert that helps a contestant through every phase of competition by providing advice, pageant history and direct instruction.

**Cupcake Dress:** A short A-line glitz pageant dress for a child that ends several inches above the knee and poofs out dramatically with many layers of material. These dresses are embellished with stones, sequins, rhinestones and beading.

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**Evening Gown:** A portion of competition, usually described as elegant and classy. As a rule an evening gown has to have at least one part of the dress touch the floor while walking. An evening gown can be a high-low design, however most pageants ask you to keep the high-low “classy” if choosing such gown style. Evening gowns may be embellished with beads, sequins, pearls or rhinestones. The cost of the gown is not taken into consideration.

**Fun Fashion/Fashion Wear:** A portion of competition, usually described as a fun, fashionable outfit that shows your personal style. Usually a high low, pantsuit or cocktail dress. Full length dress is usually not allowed however, some exceptions may apply.

**Headshot:** A professional, studio-style portrait of only your head and shoulders. These are typically used for the pageant program book, the pageant website, People’s Choice voting and sometimes attached to your paperwork for the judges.

**OOO:** Outfit of choice. Literally means any outfit of your choosing. Focus on something that makes you feel great and showcases your true personality. Create an age-appropriate routing suitable for and specific to the outfit.

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**Optionals:** Optionals are additional competitions that can be entered during a pageant. Optional scores do not count toward the overall beauty title, but are another way to win either crowns, trophies or cash. They are never mandatory but do require you to pay more money (not too much).

**Panel Interview:** This is one of the most common styles of interviews for Miss, Ms., and Mrs. contestants. The contestant is either seated in a chair or standing at a podium in front of the judges. The judges will be seated at a long table directly in front of the contestant. Either one judge will handle the duties of asking all of the questions for the judges or each judge will ask their own question.

**Paperwork:** Paperwork, although time consuming, is one of the most important parts of your pageant preparation. The judges receive contestant paperwork prior to meeting them, so this is truly your opportunity for a first impression. The paperwork packet usually includes the titleholder contract, resume, platform statement or community service essay, but this depends on the system.

**People's Choice Contest:** Usually done in the weeks leading up to pageant finals, this is a game in which each contestant's headshot is uploaded to a formal voting platform. Contestants promote themselves to their family and friends who can vote for them either through photo "likes" or more commonly through purchasing a certain number of

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votes. Contestant with the most votes at the end of the game is the People's Choice Winner and typically is given an automatic spot in the finals. Some pageants offer a portion of proceeds raised as a scholarship as well.

**Personal Introduction:** This is usually done directly after the Opening Number Production. Each contestant introduces themselves to the audience and typically states where they are from, the name of their title, and sometimes a fun fact or what school they attend/what grade they are in. This is typically not a judged portion of competition although it is often the judges first opportunity to see you after interviews.

**Photogenic:** Photogenic is the best overall photo winner. Sometimes seen as an Optional competition, and sometimes mandatory. Mostly judged on personality, beauty, grooming, fashion sense and confidence.

**Pretty Feet:** Place your right foot in front of the left, pointing the toe towards 1 o'clock. The arch of your left foot should almost touch the right foot's back heel. Left toes should point at approximately 10 o'clock. Don't lock your knees - have a slight bend. You can also switch to have your left foot in front; simply repeat the same steps.

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**Program Book:** The book, booklet or magazine style program book is usually given out to the audience the day of a pageant, and can sometimes be a souvenir program book that costs money to purchase. Within the book are usually the contestant headshots, short biographies, stats and talent information, as well as letters from the directors of the organization, farewell messages from the outgoing queen(s), scoring information, and advertisements/sponsor images.