

BOX OFFICE

For the 2025 - 2026 Season, all four of our shows at the Audi performed either at “average sales” level or - in many cases - well beyond. Together, the four shows brought in gross sales (before expenses are deducted) of \$78,550. (“To Kill A Mockingbird” brought in \$25,292 - our biggest-selling non-musical in 25 years!) As online sales increase year to year, we have fewer folks actually coming to the box office for tickets, with digital tickets going right to their cell phones. That said, we’ve also been able to sell subscriptions online as by mail as well, and that has increased subscriptions somewhat. All of this is facilitated by our box office staff which includes Mary Walker, Kristen Curren and Deanna Appleby. We thank you for your patronage and hope we’ve provided quality service!

- Jim Webber, Box Office Chair

PUBLICITY

Publicity this past season, had indeed required a full team. Mary Walker handled most of our press releases, media contacts and calendar listings. Doug Schwarz, most of our print and digital ads, as well as postcard graphics and screen slides. We thank Wayland Bunnell for mailings of Season Ticket Brochure (designed by Anna Glover) and postcards as well. Kirsten Smith headed publicity for the fall CTP show and Caleb Anderson added some social media postings. Thank you to Dave Peck for designing and creating the table tents for Barley House, Barb Woodman for her assistance and David Murdo for putting actors and directors before the Audi tv cameras to publicize via community media. Concord High makes our posters and Ken Call of WKXL puts us on the radio. It takes a village to get the word out!

- Jim Webber, Publicity