

The Usher

The usher is one of the persons responsible for seeing that each member of the audience is seated properly (i.e., in the seat designated on his ticket stub, if using assigned seating) and for giving him a program. The head usher, sometimes called house manager, must:

1 Organize the ushers.

A See that there is a sufficient number of ushers available for each performance.

B Explain the seating arrangement to each usher.

C Set time for ushers to arrive before each performance, allowing time before doors open to:

(1) See that all seats are turned down.

(2) Acquire programs and put them in easily accessible places.

D Explain proper dress to each usher.

E Assign each usher to a definite section of the theatre.

F Assign at least one person to stay on duty throughout each performance. His duties will be to:

(1) Note any defects in seats, i.e., out of place, screws loose, damaged or graffiti, gum under seats, etc.

(2) Report defects to person designated by management-usually head usher or production stage manager.

(3) Pick up discarded programs, trash, and lost items.

G Keep telephone numbers of all ushers handy.

2 Take tickets.

Note: The head usher may designate another person to take tickets; if so, he must explain the following clearly:

A Take or check tickets from each person or group of persons as they enter.

B If tickets taken (and not just checked), put the ticket into a container provided for this purpose immediately.

C If tickets taken (and not just checked), when all tickets are in for each performance, remove the tickets from the container, put them in an envelope and turn the envelope into the box-once.

Note: This is very important for balancing the books and for audits.

3 Personally check seats weekly and report defects to management.

4 Report reasonable customer complaints to management.

Each usher must:

1 Assume a professional attitude even if he is a volunteer worker.

A Designate dates that he will serve.

B Give his telephone number to the head usher.

C Give adequate notice to head usher if he is unable to serve at any time.

D Dress neatly and according to rules of management.

E-Memorize seating arrangement.

F Report on time for each performance. (See C under head usher.)

G Be courteous to everyone.

H Seat audience quickly as possible.

I Give programs to each member of the audience.

Note: All programs for a small group may be given to one member of the group.

J Seat late-comers quietly.

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K Never chat or giggle with other ushers after the doors open, either before or during performance.

Box Office Staff

The box office staff includes the people who make reservations and sell tickets for current and future performances. They should always:

- 1 Be on time.
- 2 Make sure the box office is clean and neat at all times whether there is a janitor to do the scrubbing and polishing or not.
- 3 Make sure a seating chart is in full view-both for ticket buyer and box office personnel.
- 4 Memorize the price scale and the schedule of plays.
- 5 Have both in full view anyway in case of memory lapse.
- 6 Keep change available at all times.
- 7 Learn to make change quickly and correctly.
- 8 Always speak clearly.
- 9 Always be courteous. Never forget the magic words, “please” and “thank you.”
- 10 Be friendly to customers and potential customers. It helps to remember names of “regulars.”
- 11 Be able to discuss the current play intelligently, at least to the extent of knowing the title, the author, type of play, and the leading players.
- 12 Mark ticket envelopes before each performance clearly.
 - A Name of production
 - B Date
 - C Price of ticket.
- 13 Place completed ticket envelope in correct file immediately.
- 14 Count the money and the ticket stubs at the end of each evening and balance the books. Note: This is usually done with the business manager.
- 15 Either deposit the cash each evening or turn it over to the business manager according to the policy of the theatre.
- 16 Place ticket stubs and unused tickets in dated envelope and retain for audit purposes.
- 17 Never, never, never leave the tickets or the money unattended.
- 18 Dress neatly.
- 19 Remember that old adage learned at mothers knee: “Politeness is to do and say the kindest thing in the kindest way.”

The Concessionaire

The concessionaire is the person who runs the refreshment stand. His business is part and parcel of the entire theatre operation. The concessionaire should:

- 1 Keep his concession area clean and in order.
- 2 Always appear neat and clean himself.
- 3 See that his stand is well stocked at every performance.
 - A Make original order far enough in advance for all items to be delivered before the theatre opens.

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- B Check delivery dates of all companies.
 - C Constantly check items sold and re-order diminishing items far enough in advance to have them delivered before he runs out.
 - D Never give an unauthorized person the key to the concession cabinets or refrigerator.
 - E Turn the proceeds over to the business manager weekly.
- 5 Be ready to open the stand on time.
- A Have soft drinks cold.
 - B Have paper cups ready.
 - C Have candy, treats, baked goods, etc. on display.
 - D Have plenty of change available.
- 6 Prepare for each intermission as soon as the curtain goes up.
- 7 Serve quickly.
- 8 Make change quickly and accurately.
- 9 Remember the magic words- please and thank you.
- 10 Be quiet during performance.
- 11 Never leave the stand unattended.
- 12 Never leave the till (cash) unattended!
- 13 Count the money at the end of each performance. (Give these figures to the business manager nightly.)
- 14 See that money is locked up or turned over to business manager at the end of each performance.
- 15 Return keys to management at the end of each performance.