

Drama launches new online ticket system to help fill the seats

International Thespian Society publicizes on the Internet in hope of selling more play tickets

by **Christine Chang**

Rumor has it that 21st century Salem witches are on the prowl, slinking through hallways and scuttling up and down the stairs of our campus buildings. Except this time, the witches have upgraded their conspiracy milieu from a creepy forest clearing to a contemporary Black Box. And instead of casting spells of witchcraft, they're conjuring the minds and spirits of Bay Area residents—with the help of a modish new gadget called the Internet.

During an International Thespian Society meeting last year, a board of drama members set a new goal—to inspire the beauty of drama in more people, to open Helena Theater's stage curtains and see the auditorium seats filled by people from beyond MVHS. And when the drama department performs its version of "The Crucible" this month, that is exactly what they hope to accomplish.

In past years, the lines of people waiting to purchase play tickets consisted mainly of the usual mob of students eager to gain a few extra credit points, parents of cast members, and occasionally drama students from other schools

in the district. But this school year has seen change. In addition to selling tickets through the old-fashioned box-office method, drama teacher Holly Cornelison decided to implement a new ticketing system online. The online system has expanded the scope of potential audiences, as people beyond the local vicinity now benefit from easy access to tickets. In addition, it allows ticket-buyers to reserve seats ahead of time.

the crucible

Presented by MVHS **Drama**

Where: Helena Theater

When: 7:30 p.m. on:

- Fridays, **Nov. 7 and 14**
- Saturdays, **Nov. 8 and 15**

Tickets may be purchased online at <http://www.seatyourself.biz/montavista>

to be included on an online search engine that compiles upcoming Silicon Valley entertainment events, including theatre. "The Crucible" is listed under an archive of plays premiering in the near future.

"People who don't even go to MVHS and randomly decide 'Hey, let's watch a play this weekend' can actually search for us on this website," Cornelison said. "It makes

"We were really surprised how well it worked," ITS co-president and senior Emily Williams said. "We've gotten orders from people who work in San Jose, or even farther places. It's definitely helped us in opening up to the public."

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HOW IT WORKS Senior Emily Williams explains the different features of the online ticketing system on Nov. 5. things a lot easier."

So when Drama performs "The Crucible" in Helena Theater this week, the only witches of the scene will be up on stage playing a part of the cast. But hopefully the Internet magic will work all the same, and the auditorium seats will be filled with people from beyond MVHS, people from all over the Bay Area.