



San Jose Rep downsizes its staff

by [Robert Hurwitt](#)

Tuesday, August 3, 2010



Kevin Berne / Kevin Berne Photography

American Conservatory Theater is offering discounted "family four-packs" for "A Christmas Carol."

center," Nichols says, "so we started an analysis to see if there's a better, or cheaper, way to do it. Sadly, the answer was yes, but it did mean that we're losing two great employees."

Nichols estimates that the move "will allow us to cut in the magnitude of \$200,000 to \$300,000 in expenses. That's a very meaningful number. As painful as these moves are, it's the right thing to do."

- Robert Hurwitt

ACT single tickets go on sale Sunday

American Conservatory Theater will begin selling single tickets Sunday for the first six shows of its season, including "[A Christmas Carol](#)" but not including the season closer, the world premiere musical adaptation of "[Tales of the City](#)." "Family four-packs" (four tickets at special discounts) for "Christmas Carol" and **Bill Irwin's** version of **Molière's** "Scapin" (opening in September) will also be available. For a full schedule and list of ticket prices, call (415) 749-2228 or go to www.act-sf.org.

- Robert Hurwitt

This article appeared on page **E - 3** of the San Francisco Chronicle

Read more: <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2010/08/03/DD2V1ENPSA.DTL#ixzz0vadGqvRm>

San Jose Repertory Theatre has cut six positions from its staff - seven, counting an open one that will remain unfilled - reducing expenses in a budget that will hold steady at about \$4.7 million from the [fiscal year](#) just closing through its 2010-11 season. The purpose, [Managing Director Nick Nichols](#) says, is "to generate a surplus, which is what we need to do."

The Rep has laid off marketing director **Cecilia Clark**, publicist **Michelle Hou**, one of two janitors, one carpenter, one painter and a props person and will leave the post of assistant technical director unfilled. Publicity is being outsourced to San Jose's PRx company, which will also assume some of the marketing work. Artistic Director **Rick Lombardo** and Nichols will take on Clark's other planning and administrative roles. The production personnel will be hired back as needed for specific shows, but will no longer be on staff with benefits.

"Next to production, marketing is our biggest cost