

Shake, rattle and roll again

Santana, Los Lobos headline quake relief show

By TOM LONG
Sentinel staff writer

11-16-89

WATSONVILLE — Latino guitar wizard Carlos Santana and East L.A. rockers Los Lobos will perform at Watsonville High School Nov. 26 as part of a 12-hour telethon to raise money for earthquake relief programs.

Produced by rock impresario Bill Graham the show will be broadcast from the Cow Palace in San Francisco, Henry J. Kaiser Convention Center in Oakland and the Watsonville High playing field on public television stations KQED (Channel 9 locally). The telethon will be carried throughout California on other public television stations.

Ten thousand tickets for the Watsonville show are available for \$5 each through BASS ticket outlets.

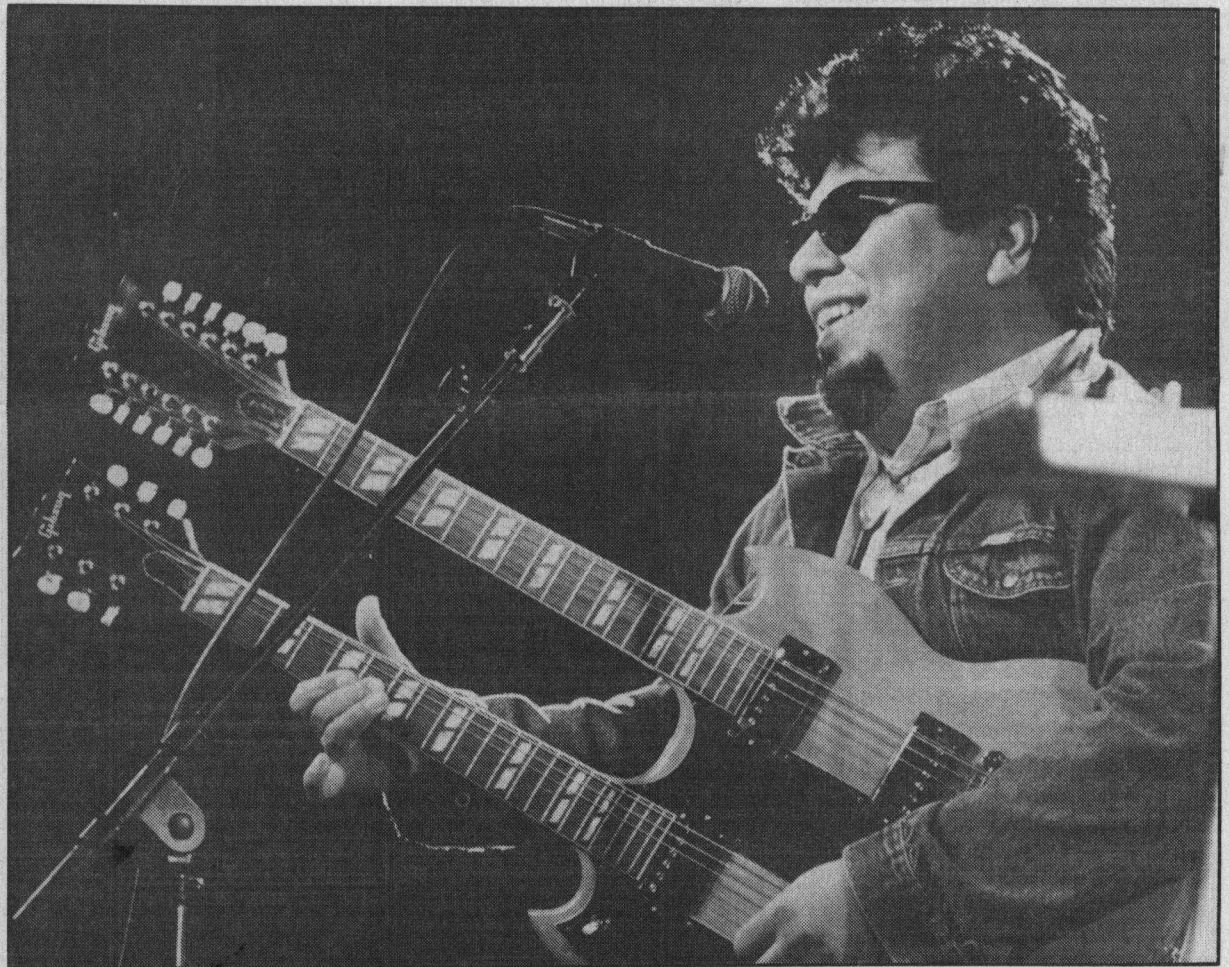
Also performing on the telethon will be such major figures in rock as Neil Young, John Fogerty, Crosby, Stills and Nash, Steve Miller and Bonnie Raitt. More than 40 acts — including some standup comics — will perform in the telethon, which is scheduled to start at noon and last until midnight.

Also included in the Watsonville show are local rockers Square Roots, the Santa Cruz Steel calypso band and — the only high school band featured at any of the three locations — the Watsonville High School Marching Band.

The main draws though will be Santana, a longtime Aptos resident, and Los Lobos. Santana came to national prominence in 1969 as one of the surprise stars of the Woodstock festival. His fluid-yet-searing guitar style and use of Latin rock rhythms established him in the early 1970s as one of the most influential musicians of the time.

Traces of his guitar style can be heard in countless other musicians' work and the integration of Latin rhythms with rock has become so accepted in the past two decades many have forgotten that Santana was the first to blend the two.

Los Lobos has been coming to the Santa Cruz area since the band was virtually unknown outside their East L.A. hometown a decade ago. Los Lobos performs a diverse mix of hard-rocking boogie, gentle ballads, thoughtful pop and traditional mariachi that has slowly captured an international audience. Their



Dan Coyro/Sentinel file

Cesar Rojas of Los Lobos will rock Watsonville and raise money for earthquake relief Nov. 26.

greatest commercial success came from the soundtrack to the movie "La Bamba," the story of Ritchie Valens.

Producer Graham, who owns a home in the Boulder Creek area, recently brought Mick Jagger to Watsonville to survey the quake devastation. Jagger and the

Rolling Stones donated \$250,000 to earthquake relief.

Fifty percent of the proceeds from the telethon will go to the Red Cross, with the other 50 percent going to the Watsonville and Santa Cruz earthquake relief funds, as well as to other earthquake relief funds throughout Northern California.