

EQ-1989 - Watsonville Rebuilding
A beneficial day

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Mike McCollum

The Watsonville High School Marching Band was among the entertainers for a sellout Geiser Field crowd.

10,000 turn out for earthquake relief

By LANE WALLACE
STAFF WRITER

Yesterday's earthquake-relief rock concert at Watsonville High School was a success from every standpoint — a well-mannered sellout crowd, good music and beautiful weather.

"It's exactly what we hoped for," said Danny Scher, vice president of Bill Graham Presents, the San Francisco promotion company that organized the show. "Everybody came to the call to arms," he said, citing the cooperation of the crowd, the community and the performers.

The Watsonville concert, featuring the bands Santana and Los Lobos, was part of an earthquake-relief telethon on KQED-TV, Channel 9, which included shows from San Francisco and Oakland. More than \$2 million was raised for earthquake relief. (See related story on page 11.)

John Burdick, a Watsonville High teacher who helped organize the event, said 13,000 tickets (at \$5 each) were sold for the show, held at Geiser Field. Burdick estimated the crowd at 10,000.

"We wanted to have it in downtown Watsonville," said Burdick, who praised the cooperation of local governmental agencies in making the show run smoothly. All who worked at the show donated their time, includ-

ing the performers.

It was a diverse crowd, with ages ranging mostly from 15 to 45, including some aging hippies with their children in tow. People who are staying in shelters were brought to the concert.

At the far end of the field a man who identified himself only as "Barton," of Freedom, danced to the music as he held his 13-month-old child. Barton said he came to the show primarily because of Carlos Santana, who has been performing for more than 20 years.

"I pick up his music whenever I can," he said.

Nearby, Alan Bernklau of Santa Cruz and several friends were giving the crowd a free, unscheduled juggling exhibition. Bernklau said he came for "good music, a good cause, and good people to juggle with."

A few people managed to dodge the usual rock-concert rules of no cans, bottles, illegal drugs or alcohol, but police reported no problems. The smell of marijuana drifted around the field, but there was far less drunkenness than at a typical concert.

The show, which ran from 11 a.m. to 4 p.m., included performances by the Watsonville High Marching Band and two Santa Cruz bands, Square Roots and Santa Cruz Steel.



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Mayor Betty Murphy of Watsonville gets a kiss from promoter Bill Graham, who arranged the shows.

Members of Los Lobos didn't hesitate when Graham asked them to perform, band member David Hidalgo said after the group's set.

"We wanted to be a part of it," he said. "The idea that it was for the community and that the

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(ticket) price was low was attractive."

Los Lobos, based in Los Angeles, last performed locally at the 1987 Santa Cruz County Fair. The band played in the movie "La Bamba," the story of Ritchie Valens, the first Latino rock star, who died in 1959. Valens' brothers and sisters now live in Watsonville.

Santana mixed instrumental jams with his hits from years past, including "Oye Como Va" and "She's Not There," and "Black Magic Woman," which featured an extended guitar break by Carlos Santana.

Speaking to the press after the show, Santana said, "This is the place that needs it (relief efforts) the most."

He urged the state and federal governments to give jobs to the unemployed, even if it's picking up papers on the freeway.

"Give them a job. They're just trying to feed their families and themselves," he said. "We're all here to serve. It doesn't matter if you're Bush or the pope."