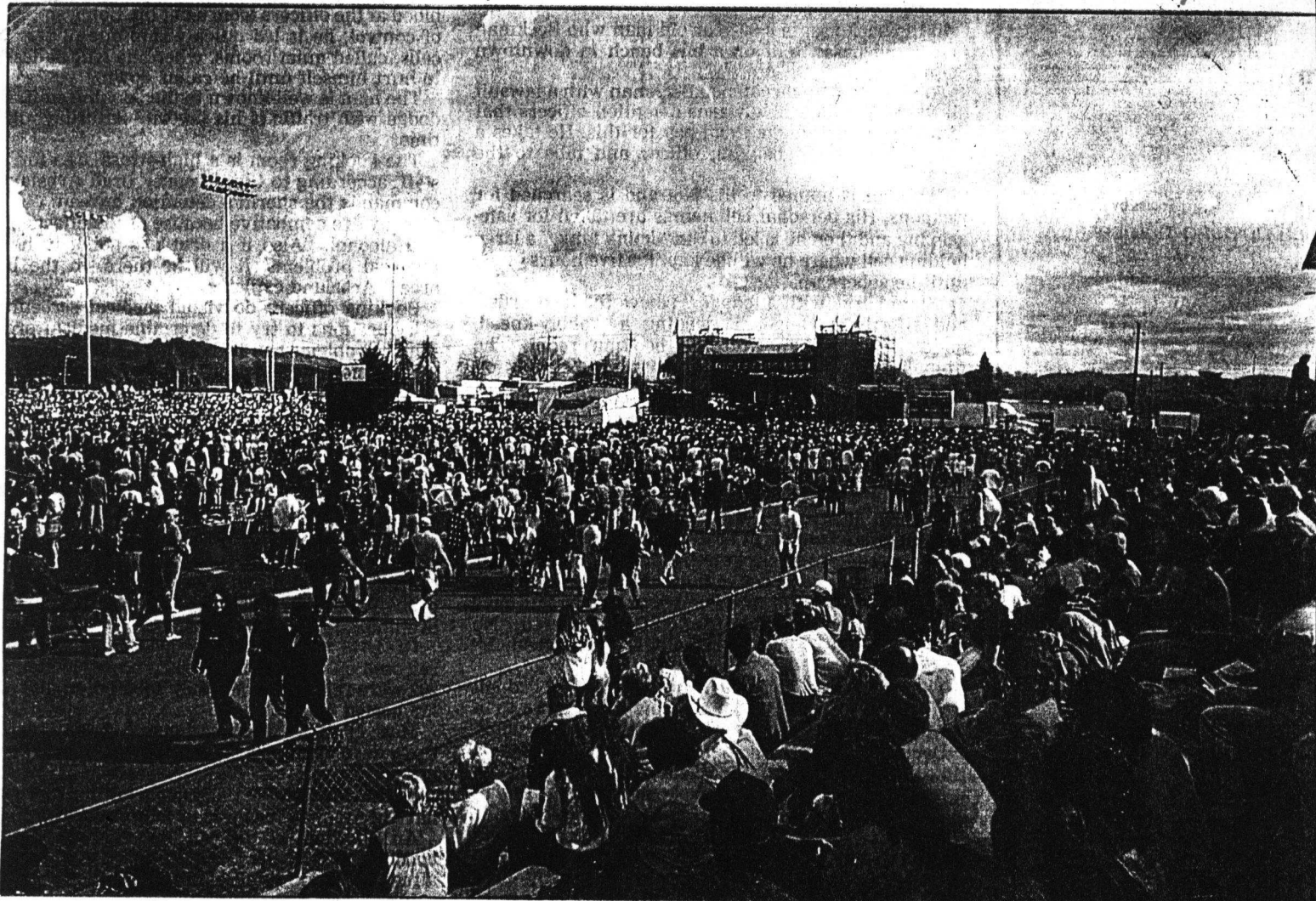


Big bucks

EARTHQUAKE '89 - Santa Cruz County



Earthquake Relief Concert at Watsonville's Geiser Field hosted 12,000 to hear Carlos Santana, Los Lobos and others. Bill Lovejoy/Sentinel

Earthquake concert a hit

By JOHN ROBINSON
Sentinel staff writer

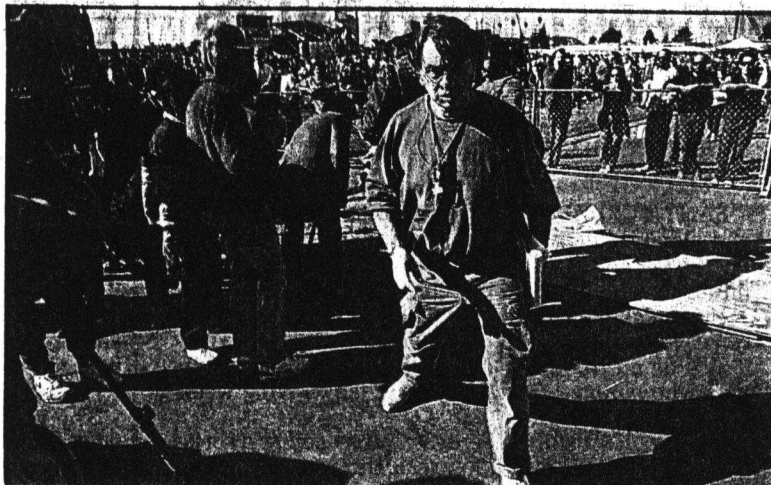
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WATSONVILLE — A series of concerts held Sunday in Watsonville and the San Francisco Bay Area raised more than \$1.3 million in earthquake aid, a third of which will be split between Santa Cruz and Watsonville.

Both the mayors of Santa Cruz and Watsonville hope to use the money to find housing for those displaced in the Oct. 17 quake.

The exact amount of money the cities will receive remains to be determined, but Watsonville Mayor Betty Murphy said that she doesn't care "if it's a Pontiac or a Cadillac (of a gift), it's all wonderful."

The music was a hit with the 12,000 people who gathered at the Watsonville High School athletic field for a concert featuring Carlos Santana, Los Lobos and



Bill Lovejoy/Sentinel

Concert mastermind Bill Graham backstage at Watsonville.

several Santa Cruz groups. The Watsonville concert was the first of three in a live telethon broad-

cast over public television by KQED in San Francisco.

Free tickets were given to the

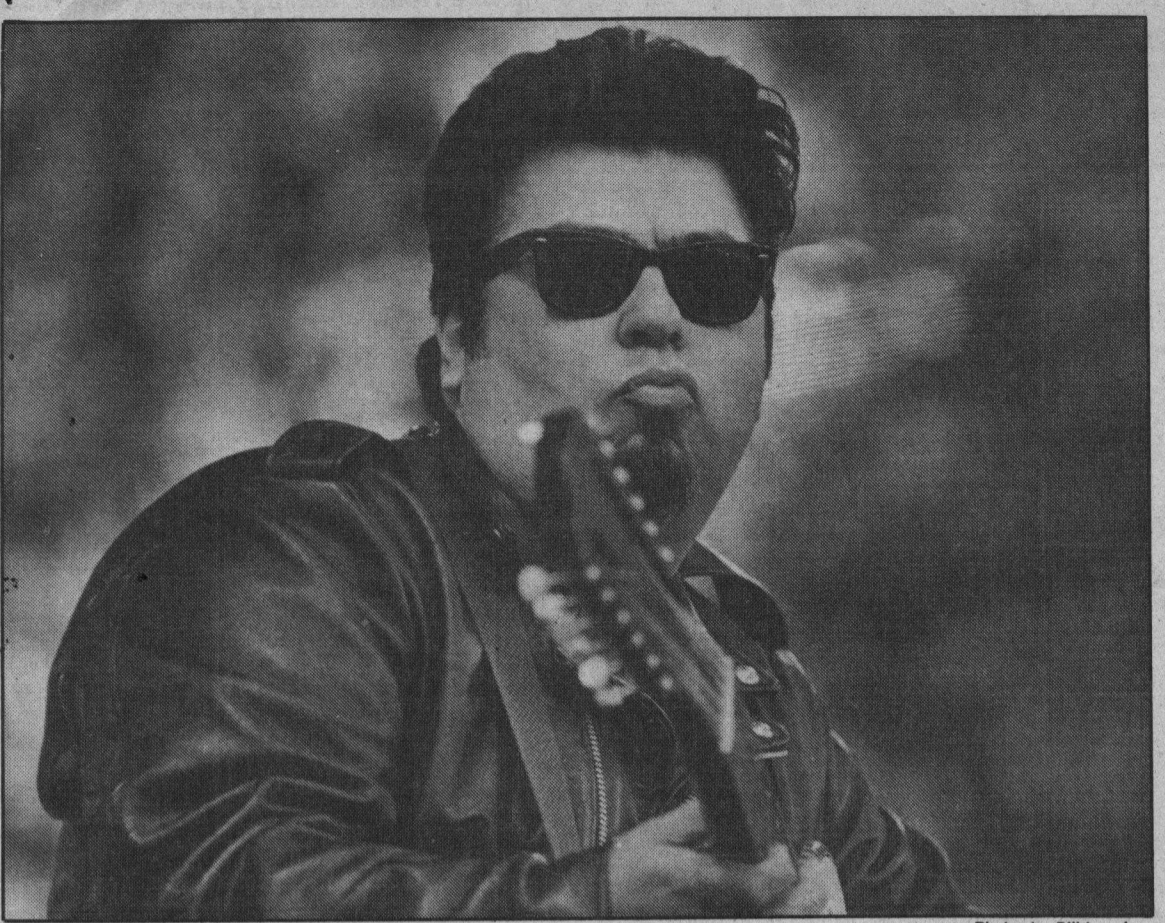
Watsonville tent city residents and ticket prices were held to a low \$5 to make the show affordable.

"People are having a good time," Wally Gonzales, a Watsonville native said, "but they haven't forgotten the reasons for being here."

The concerts were arranged by San Francisco rock impresario Bill Graham, who said the money raised will be split evenly between the Red Cross and five cities, including Santa Cruz, Watsonville, San Francisco, Oakland and San Jose. Graham also vowed to match the first \$1 million in donations.

More than \$640,000 had been raised through call-in donations by 10 p.m. as the 12-hour-long music telethon was televised live and broadcast on radio stations

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Photos by Bill Lovejoy

Cesar Rojas of Los Lobos got the Watsonville crowd going with an opening-number

Aid/ Concerts raise big bucks

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across the state. With Graham's match included, the total approached \$1.3 million at 10 p.m. The "rock-a-thon" was scheduled to end at midnight.

"It's kind of miraculous," Murphy said of the concert. "Bill Graham just waved his magic wand and said, 'Let there be three concerts.'"

Graham, who owns a house in Boulder Creek, has been at the forefront of several earthquake relief efforts.

Dubbed "Earthquake Relief," the concerts billed more than 45 acts, including vocalist Bobby McFerrin, who teamed with blues performer Taj Mahal for an extended jam, singer Neil Young, percussionist Pete Escovedo, and rockers Bonnie Raitt, Steve Miller, John Fogerty and Crosby, Stills & Nash.

The other concerts were held at the Cow Palace in San Francisco and the Henry J. Kaiser Convention Center in Oakland.

Comedian Bob Hope decided at the last minute to join the line-up for the San Francisco event. At first, the 86-year-old comedian joked that it was difficult to leave his golf game for the event, but then added, "I can't think of anybody who wouldn't want to help something like this."

Referring to a recent performance with his friend, legendary comedian George Burns, Hope quipped: "You know, they've got a George Burns doll now. You wind it up and it takes a nap."

Graham decided on the benefit concerts after flying over the earthquake-stricken area shortly after the quake.

"I couldn't believe it," Graham said. "This area was hit so hard. It was no different than a 15-second war."

As a child in World War II, Graham had his house destroyed during a Nazi bombing raid. He said that he was reminded of the experience when he saw the damage and people living in tent cities.

The Watsonville concert raised \$60,000 in ticket receipts and about \$100,000 in telethon donations during its segment of the 12-hour-long broadcast. The money from all of the concerts and telethon donations will be combined and split six ways.

Graham said Sunday that no strings are attached to the money, but that he hopes it goes toward housing and to help those



Bill Graham gets thanks from Mayor Betty Murphy.

'I hope the money goes for rented trailers and semi-permanent housing for families, to get them back on their feet. We want to show that thousands of people do care.'

— concert promoter Bill Graham

still living in tent cities.

"I hope it goes for rented trailers and semi-permanent housing for families," he said, "to give them back some dignity and to get them back on their feet. We want to show that thousands of people do care."

Both the Watsonville and Santa Cruz city councils will decide how to spend the money during their meetings Tuesday.

Murphy said that she hopes the Watsonville money will go to provide badly need housing on Main Street and in the surrounding neighborhoods.

The spending of the money will be up to the current Watsonville City Council. Murphy said that the money will probably be allocated before a new council, which will be elected Dec. 5, takes office in March.

Wormhoudt said that the money will go into the city of Santa Cruz's Disaster Relief Fund.

"I hope it is used in support of people who are out of their houses, especially those who were in single room housing (such as hotels)," Wormhoudt said.

Wormhoudt said that the earthquake has brought out the best in people.

"The generosity of compassionate strangers like Bill Graham has been very moving,"

she said.

Fund-raising hosts on KQED interrupted the entertainment for brief periods to urge viewers and listeners to contribute. The 7.1-magnitude earthquake that rocked part of Northern California on Oct. 17 killed 67 people and caused an estimated \$7 billion in damage.

Other contributors who challenged the public to match their donations included Willie Brown, speaker of the state Assembly, who vowed to use up to \$50,000 of funds earmarked for his re-election campaign if his fellow elected officials chipped in.

The shows marked the first time in 35 years that KQED devoted airtime to fundraising for a cause other than itself. The Federal Communications Commission granted the station a waiver to allow the show.

Graham said before the show that he hoped to raise much more than the \$1 million his company was prepared to donate.

Performers donated their time, as did Graham's staff and a large number of union employees. Local hotels donated more than 100 rooms for out-of-town entertainers and performance halls were provided at cost.

— The Associated Press contributed to this report.