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Steve Wozniak  
Chairman of the Board  
Unuson Corporation  
Co-Inventor  
Apple Computer

THE

# WORLD

FESTIVAL



The Sun  
Fri., Aug. 27, 1982



# US Festival is mixture of music, technology

By MARK LUNDAHL  
Sun Staff Writer

DEVORE — There seems to be some confusion about the upcoming US Festival.

Is it a technology fair or a rock 'n' roll show? Is it really going to be the "Woodstock of the 80s" or just another Labor Day campout?

Why is jazz musician Herbie Hancock slated to demonstrate computers? Does computer designer Steve Wozniak really play guitar?

And what the heck is this thing called the "Us decade?"

"To me, the whole idea is simple," organizer Peter Ellis said earlier this week.

"We're having a celebration and the music is the celebration. And what are we celebrating? ... The role technology is going to play in the eighties.

"It's that simple. I can say it in about a sentence. But boy, I'm sure having a hard time communicating it with people," he added.

"We've got people who think there are going to be flying saucers landing here. Someone told me the other day that there's a group that's convinced that Jesus is going to show up. Then of course there are those who think this whole thing is just crazy."

Neither flying saucers nor Jesus Christ are scheduled to appear at the festival, to be held Sept. 3-5 at Glen Helen Regional Park.

But, spending a reported \$125 million on rock bands, special effects and high-tech diversions, Ellis and his UNUSON team hope to make almost as lasting an impression.

Organizers agree that the primary attraction of

"We've got people who think there are going to be flying saucers landing here. Someone told me the other day that there's a group that's convinced that Jesus is going to show up. Then of course there are those who think this whole thing is just crazy."

the US festival will be the music — some 20 rock bands, including multi-million record sellers Fleetwood Mac, The Police and Tom Petty.

But, they insist, the show is not going to be just another rock concert.

"Some people have a picture of it being another Cal Jam. And it's not that at all. We're really trying to make this as comfortable for people as we can," Ellis said.

"We spent about \$300,000 just to plant the grass out there, \$2 million to build that bowl. ... If we had wanted to do it cheap, we could have gone out there and scraped a big dirt path. ... It wouldn't have been pretty, but that's the way they have done all the big events in the past."

To ensure that everyone attending can see and hear the acts, the 200-foot performing stage will be sandwiched between two 50-foot video screens for viewing at night.

And in order to view the proceedings during the day, a portable 30-foot DiamondVision screen like that used in Dodger Stadium, will be flown in from England and erected above the stage. Reportedly it is the first time the screen has been used for a rock concert in the United States, they say.

The sound system is being touted as the largest

ever erected in the world. It will include two delay towers for those in the back of the amphitheater and will use 300,000 watts of power, three times that used on the most recent Rolling Stones tour.

Promoters also are promising surprises and special effects to go with the stage shows, including a light show that will bounce laser beams off the surrounding foothills.

And there's more.

A technology exposition, to be housed under five circus tents, "should be equal to the music program," said organizer Addie Hutchison.

"We're going to have lots of music, lots of video graphics and speakers throughout the day," she said.

Probably the biggest single attraction, Hutchison said, will be the Sensonics Theater, a giant multimedia show in which the viewer will be surrounded by laser lights and computer graphics while bombarded with rock music.

But the heart of the fair, she said, will be the exhibitor booths and guest speakers. About 60 computer, satellite communications and alter-

(Please see Mixture, page 5)

## THE *US* LABOR DAY FESTIVAL

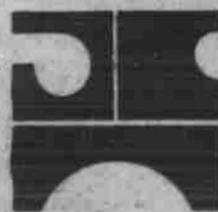
### A Memorable Experience

For us — who were privileged to be the engineering team preparing the site.

For you — who will enjoy an unforgettable weekend of music, fun and dazzling technology.

Special thanks to those who assisted Unuson in presenting this outstanding event.

- ✓ A cooperative county board of supervisors
- ✓ Helpful department heads
- ✓ Local private enterprise



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## Festival schedule of events

Friday, Sept. 3

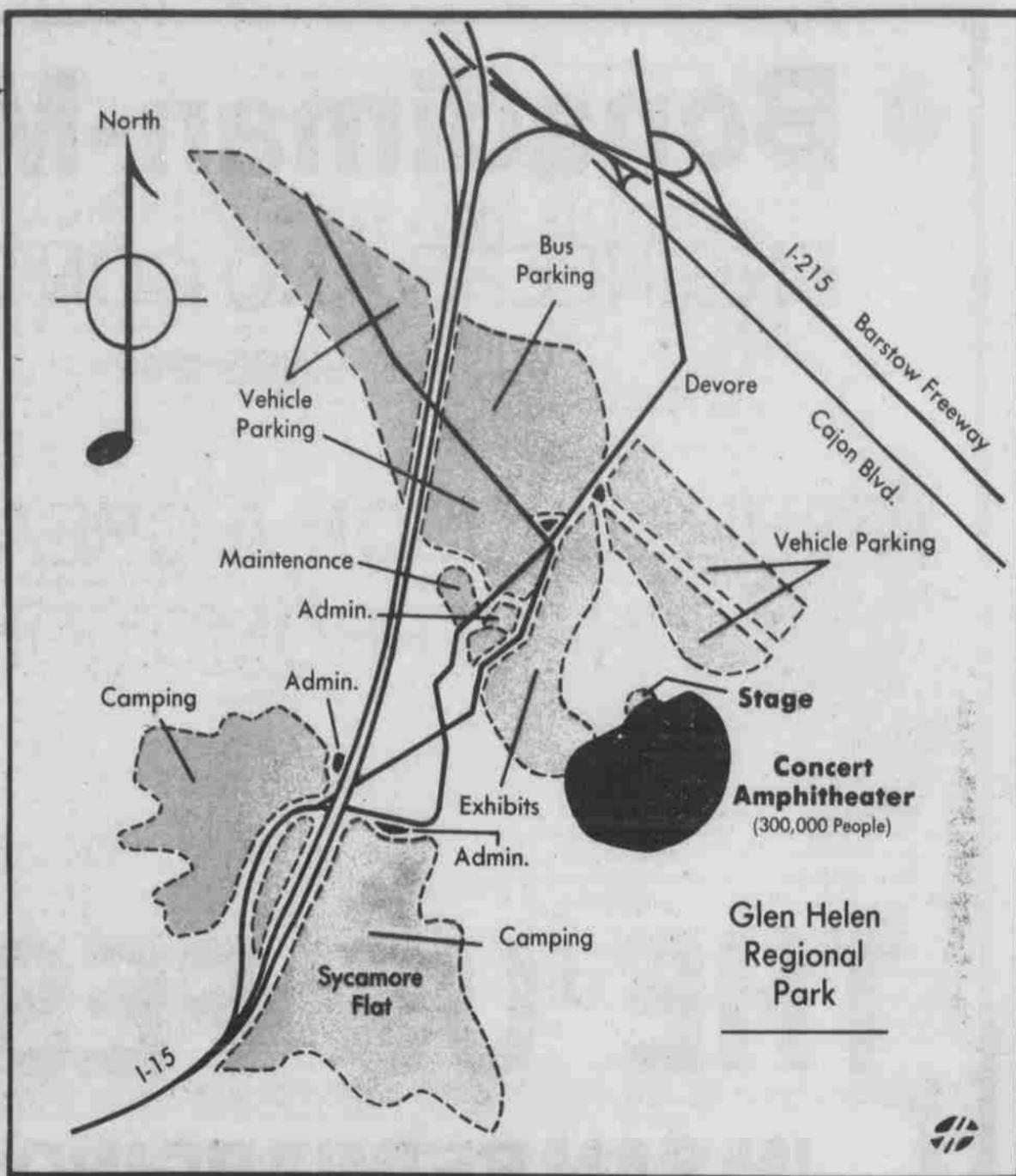
10 a.m. Gates Open  
 NOON - 8 p.m. Technology Fair  
 4 p.m. - MIDNIGHT  
 THE POLICE  
 TALKING HEADS  
 THE B-52'S  
 OINGO BOINGO  
 THE ENGLISH BEAT  
 THE RAMONES  
 GANG OF FOUR

Saturday, Sept. 4

10 a.m. - 6 p.m. Technology Fair  
 10 a.m. - MIDNIGHT  
 TOM PETTY &  
 THE HEARTBREAKERS  
 PAT BENATAR  
 THE CARS  
 THE KINKS  
 SANTANA  
 EDDIE MONEY  
 DAVE EDMUNDS

Sunday, Sept. 5

10 a.m. - 5 p.m. Technology Fair  
 10 a.m. - 6 p.m.  
 FLEETWOOD MAC  
 JACKSON BROWNE  
 JIMMY BUFFETT &  
 THE CORAL REEFER BAND  
 JERRY JEFF WALKER  
 THE GRATEFUL DEAD



Cover design by Betts Griffone

## Some dos and don'ts

Three-day tickets are \$37.50. Single-day tickets are \$17.50.

Free parking is included with each admission. Festival officials say the three-day admission also will include free camping on the festival site.

Infants will be admitted free, but there will be no day care services and UNUSON officials are not encouraging parents to bring small children.

Those with three-day admissions will be allowed to leave the grounds and return the next day. However, they will not be allowed to leave the grounds and return the same day.

Admissions are being sold through Ticketron outlets. Southern California Ticketron orders can be taken at (213) 410-1082. Festival information is available at (800) 662-6336.

UNUSON officials say the Glen Helen Regional Park campgrounds will open on Thursday morning. Gates of the concert area open at 10 a.m. Friday.

Festival participants may camp overnight on Sunday, the last day of the event, but must leave by Monday.

Campers are urged to bring sleeping bags, ground covers, flashlights, battery-powered lanterns, cool clothing for daytime, warm clothing for the evenings, hats, visors, spray bottles, coolers with ice. No campfires or open flame cooking will be allowed.

The following items will not be allowed in the concert and exposition area: coolers, bottles, cans, bota bags, frisbees, beach balls, recording devices, movie or video cameras, metal or glass bottles, drugs or alcoholic beverages.

All patrons will be subject to a search upon entrance to the concert and exposition area. If you bring a backpack, large purse or duffel bag onto the grounds, be prepared to wait longer for entry.

## Technology masters

Technology is an important aspect of the US Festival that will be held at Glen Helen. A list of speakers and subjects for the three-day event is listed.

### FRIDAY

1 p.m. — Stewart Brand, editor of the Whole Earth Catalogue and CoEvolution Quarterly.

2 p.m. — Mark Dubois, president, Friends of the River. Speaking: "Community Water Conservation."

3 p.m. — Stan Kent, president, Delta Vee Inc. Speaking: "Diversity of Careers in the Space Age."

4 p.m. — Alan Layton, Sun Fuel. Speaking: "Alcohol and Alternative Fuels."

5 p.m. — Susan Blanc, Alternative Energy Collective. Speaking: "Community Energy Self-reliance."

6 p.m. — Jacques Vallee, founder of Info Media and consultant for "Close Encounters of the Third Kind." Speaking: "Computer Networking."

7 p.m. — Robert Dilts, Neuro Linguistic Programming. Speaking: "Computing as a Development Tool."

8 p.m. — Ken Wideltz, microcomputing consultant and attorney. Speaking: "Legal Aspects of Software Copyrighting and Piracy."

### SATURDAY

10 a.m. — Introduction by Steve Wozniak.

10:30 a.m. — Herbie Hancock, jazz musician. Speaking: "Music and Computers."

11:30 a.m. — Robert Moog, inventor of the Moog synthesizer. Speaking: "Present and Future State of Electronic Music."

12:30 p.m. — Ellen Laphan, Alpha Syntauri company.

Speaking: "Alternative uses of the Apple II computer: sound effects, recording techniques and live performance."

1:30 p.m. — Vaughn Young, Author Services. Speaking: "Using the computer to produce a musical soundtrack from a book."

2:30 p.m. — Dave Bross, Fairlite CMI. Speaking: "Using the Fairlite, a computer musical instrument."

3:30 p.m. — Will Stone, San Francisco Gallery of Contemporary Fine Arts. Speaking: "Visual Ideas for Tomorrow."

4:30 p.m. — Jim Dillitosso, UFO expert.

### SUNDAY

10 a.m. — Ken Silverman, president, International Apple Core. Speaking: "Impact of user groups on individual and industry computer use."

11 a.m. — Lee The, editor, Personal Computing magazine. Speaking: "Personal Computing in Your Life."

Noon — Paul Aarmette, Alexander Grand and Company. Speaking: "Survival in the Digital Society."

1 p.m. — Jerry Borrell. Speaking: "Computer Networking."

2 p.m. — Leigh Zeitz, educational editor, Personal Computer Age. Speaking: "Microcomputing in Education: The Future is Here."

3 p.m. — Ken Hadermann, Professional Communications Design. Speaking: "Telephone lines and computer networking possibilities."



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IN ITS PROMOTION OF

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HELEN REGIONAL PARK IN ORDER TO PROVIDE  
FACILITIES FOR 250,000 PEOPLE FOR THIS EVENT

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**"CONSTRUCT BY CONTRACT"**



# Mixture of music, technology . . .

(Continued from page 2)

native energy companies are scheduled to demonstrate their wares. Many of the firms are promising to give hands-on demonstrations of their personal computer lines, she said.

Among the 20 or more speakers scheduled throughout the three days are jazz musician Herbie Hancock, who will demonstrate and discuss ways in which the computer can be applied to music, and a representative of Author Services who will show how a science fiction novel can be fed into a computer to create an accompanying sound track.

Also scheduled to speak are Robert Moog, inventor of the Moog synthesizer, and Stewart Brand, editor of the Whole Earth Catalogue.

"This is mainly a way to expose 250,000 people to something that they probably have never been exposed to," Hutchison said.

"This is not a selling show. No one will be allowed to sell their products at the festival. The reason is we didn't want to worry about exhibitors with money in their hands. And we don't want people bombarded by salesmen. We're not trying to pressure anyone to buy. We just want to allow them to see what's out there."

Still more?

If the rock bands and computers begin to bore, the organizers say they also will host several multicultural troupes who will perform in and around the concert bowl during the weekend. Among them: Batu Caje, a Brazilian music and dance troupe; Afro Cuban Folklori, a group of per-

cussonists and vocalists; and 20 street performers from San Francisco, including The Human Juke Box, Cosmic Cowgirls and the Make-A-Circus jugglers.

And, there will be camping to the south of the park, about 200 concession booths throughout the grounds and a water cannon to cool the crowd.

Still more, you say?

Ellis admits that the diverse range of activities planned for the festival are a bit bewildering and may have contributed to the somewhat sluggish ticket sales.

"I know it's frustrated the hell out of Bill Graham. Because he wants to see a big rock 'n' roll show and wants to see a lot of people. But we have all these facets to the show, and I think it's confused a lot of people," he said.

Compounding the confusion for many has been the show's theme, something called the "Us Decade."

Organizers, who invented the "Us" for the festival, say it is a simple promotion for the idea of working together for the common good.

"One of the things we've forgotten in this country is how powerful it is to line up behind a common goal," Ellis says.

Whether the theme turns out to be simple sloganeering or an integral part of the festival remains to be seen.

Still, the promoters say the Us concept has enabled UNUSON to push through in one year a project many said couldn't be done.

Among the accomplishments:

- A temporary offramp that was built off Interstate 15 specifically for the festival. UNUSON officials said the offramp is unprecedented and had to be cleared through Caltrans and the federal Department of Highways.

- They said we couldn't get an offramp. They laughed at us," Ellis said.

- Getting three major railroads to agree to slow their trains as they pass by Glen Helen Regional Park and post railroad police by Devore Road to monitor the trains and ensure the safety of the incoming crowd.

- Putting together a complete public safety package that includes a force of 700 security guards, 400 sheriff's deputies, 14 California Department of Forestry fire engines, a temporary Federal Aviation Administration tower, three helicopters and five fully-staffed medical tents.

- Organizing a group of 1,100 youths to handle the garbage detail when the show is over.

- Residents of nearby Devore have expressed outrage and fear over the problems the festival could bring.

- "I just wish they would get this thing over with as soon as possible," said resident Donna Wipson.

- "I pray something like this never happens again. We like our quiet little community. In fact, I think it would be wonderful to have a boomerang system so we could throw the sound right back at them," she said.

- But Ellis said he believes things will turn out just fine and "the proof will be in the pudding."

- "I think we're going to control things. I don't think this is going to turn into a zoo. I think it's going to be orderly. I think it's going to be fun. I think there are going to be a lot of people out there who are going to have smiles on their faces."

## WELCOME TO THE US FESTIVAL

Rain For Rent wishes to extend congratulations to UNUSON and its employees for a tremendous job in the major undertaking of promoting the US Festival.

Rain For Rent undertook the major task of providing temporary irrigation water that included 14 miles of pipeline and 2,400 sprinklers to create the green meadow-like setting for the amphitheater.

Rain For Rent, Inc., a total irrigation company established in 1934 has thirteen (13) branches scattered throughout California, Arizona, Idaho and New Mexico.

Rain For Rent, Riverside, was established in 1957 and has continued to serve the local community, as well as all of the Southland, with its irrigation needs from the homeowner and contractor to the farmer with professional design, materials and installation.

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Fri., Aug. 27, 1982

THE SUN—Page Five

# MATCH CORP. SALUTES



THE EFFORTS OF  
UNUSON IN THEIR  
QUEST TO BRING  
TOGETHER AN "US"  
DECADE BY PRODUCING  
THE "US" FESTIVAL  
THIS COMING  
LABOR DAY WEEKEND.



CONGRATULATIONS  
ON A JOB  
WELL DONE!



# US accent is rock 'n' roll

By RAY COOKLIS  
Sun Staff Writer

Nearly all the entertainers who will perform at next weekend's US Festival fit neatly into one big musical category: *rock 'n' roll*.

Included in the list of talent for the Labor Day weekend music-and-technology fair are some of rock's biggest names from the 1960s to the present — Santana, The Grateful Dead, The Kinks, Fleetwood Mac, Jackson Browne, and The Police, to name a few.

Such bands no doubt will be the festival's biggest drawing cards. Indeed, the US Festival advertising so far has placed heavy emphasis on the featured performers.

But the US Festival will not be just a three-day rock 'n' roll concert, according to Peter Ellis, president of UNUSON Corp., which is producing the event.

In a Sun interview this week, Ellis said that more than 140 companies in the computer-technology field will exhibit their wares at the festival. The "Tech Fair" portion of the event includes a full, three-day schedule of talks by technology experts from synthesizer wizard Robert Moog to financial analyst Ken Widelitz.

Ellis conceded, however, that rock music is the event's primary attraction — but not just any kind of rock music.

"We said right from the beginning that ... we weren't going to have any greaser music, that we weren't going to have any heavy-metal music, like AC/DC."

UNUSON made that decision, he said, even though including such acts "would solve some of our ticket sales, and fill up that (amphitheater) in no time. But we said 'No, we don't want those guys in here. That's not the image we want.'"

The "punk" image also is being shunned. "We're not having any punk groups in there," said Ellis, noting that groups on the US bill like The B-52s and Talking Heads properly should be considered New Wave bands.

Each group, he said, will play at least a 1½-hour set. With five to seven bands scheduled each day of the festival, that means a lot of live music.

Following is a schedule of performers:

## FRIDAY

The opening day's musical festivities will begin at 4 p.m. with a lineup of seven bands, all of which can be described accurately as "New Wave." Several of the groups, like Talking Heads, The Ramones and The B-52s, started out in the late-'70s New York underground rock scene, playing at New Wave/punk clubs like CBGB's. All record for labels that specialize in New Wave groups.

But Friday wasn't purposely planned as "New Wave Night," Ellis said. It just "kind of went that way. We kind of had general plans to include (New Wave), but not until we got down here, and started to do some research in L.A.," he said.

Heading the lineup is The Police, whose first album *Outlandos D'Amour* (1978) and single "Roxanne" brought the Jamaican reggae beat to the New Wave mainstream.

Talking Heads, a band formed by a group of students at the Rhode Island School of Design in the '70s, often gets the label "intellectual" for its creative work. Led by songwriter David Byrne, the band has produced albums like "More Songs about Buildings and Food" and "Fear of Music."

Affecting a New York street-tough image, The Ramones, actually a band of four middle-class men from Queens, has made a career out of exploring hoodlum themes like glue-sniffing.

Oingo Boingo, which started out as a street-performing theater troupe in 1971, has translated its bizarre stage antics into music, attracting a devoted cult following in the process. In its albums — *Only*

*a Lad* (1981) and *Nothing to Fear* (1982) — Oingo Boingo uses such innovations as West African rhythms and percussion.

The Gang of Four, a politically oriented quartet from a tough industrial district in England; the B-52s, who started out in Georgia but gained their reputation in the late '70s New York scene; and The English Beat round out the bill for Friday's concert, which is scheduled to end at midnight.

## SATURDAY

The music will take a turn toward the rock 'n' roll mainstream Saturday. A fairly representative cross-section of the popular rock spectrum will take the stage during the 10 a.m.-to-midnight session.

Two established bands from the '60s are on the bill. The Kinks, who have been called "the hardest rock of the British Invasion, and probably the meanest" by rock critic Greil Marcus, started in 1964. Three of its four original members — Ray Davies, Dave Davies and Mick Avory — are still in the band. Santana, led by its creative force, Carlos Santana, sprang up in the San Francisco Bay area in the late 1960s, mixing the psychedelic rock of that time with jazz and Latin influences. The band has continued experimenting and fusing musical styles throughout its career, with a notable use of authentic Latin American folk music.

The Cars dates from 1972, when leader Ric Ocasek met Benjamin Orr at a party and began performing as a musical duo in Boston. At one point, the band was called Richard and the Rabbits, then Cap'n Swing, before it settled on its present name. Among its albums are *Candy-O*, *Panorama* and *Shake It Up*.

Tom Petty, a rock singer from Gainesville, Fla., who worked with various bands in his home state, hooked up with the group The Heartbreakers in Los Angeles in 1976. The combination clicked, but Petty then ran into financial and legal troubles that took several years to straighten out. Working for a new label, Backstreet Records, the group climbed to the top with *Damn the Torpedoes* in 1981.

Born Pat Andrzejewski on Long Island, Pat Benatar studied opera at Juilliard School of Music, but dropped out to switch her field to health



Jackson Browne

education. At one point she was a part-time bank teller in Richmond, Va.

But she worked her way back into music, singing a lounge act — complete with a tight leopard-skin outfit — that she developed into a tough rock style after she moved back to New York. Her albums are *In the Heat of the Night*, *Crimes of Passion* and *Precious Time*.

The other acts Saturday include: Dave Edmunds, a former "pub rocker" from England who is known as one of the New Wave's "loners" (along with compatriots Graham Parker, Nick Lowe and Elvis Costello); Eddie Money, an ex-policeman from Brooklyn who toured as an opening act for the Rolling Stones, Ted Nugent and Cheap Trick, before finding rock fame on his own with songs like "Baby Hold On" and "Two Tickets to Paradise."

(Please see Bands, page 10)



Tom Petty and the Heartbreakers

UNUSON CORPORATION PRESENTS

# This Labor Day Weekend ..... The 'US' Festival



## THE FINAL LINE-UP

Friday, September 3, 2 p.m.

Saturday, September 4, 11 a.m.

Sunday, September 5, 9 a.m.

**THE POLICE**  
**TALKING HEADS**

**THE B-52's**  
**QINGO BOINGO**  
**THE ENGLISH BEAT**

**JUST ADDED!** **RAMONES**  
**JUST ADDED!** **GANG OF FOUR**

**TOM PETTY**  
**AND**  
**THE HEARTBREAKERS**

**PAT BENATAR**  
**THE KINKS**

**THE CARS**  
**SANTANA**

**EDDIE MONEY**

**JUST ADDED!** **DAVE EDMUNDS**

**FLEETWOOD MAC**  
**JACKSON BROWNE**

**JIMMY BUFFETT** **AND**  
**THE CORAL REEFER BAND**

**JERRY JEFF WALKER**  
**JUST ADDED!** **GRATEFUL DEAD**

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### THE FESTIVAL AMPHITHEATRE

These great groups and more will fill the air with the greatest sounds in rock 'n roll for 3 days in one of the most beautiful settings ever created for an outdoor music festival. A vast amphitheatre has been carved out of Glen Helen Regional Park, and covered with soft new grass making a most comfortable bowl that affords everyone a spectacular, unobstructed view of the stage, its two huge video screens, Glen Helen's lakes, hills, and the San Bernardino mountains beyond.

### TECHNOLOGY EXPOSITION

Under five air-conditioned tents, there will be a space age computer technology exposition that will dazzle your eyes, and boggle your mind.

### Special Transportation

Special 'US' Festival busses will be leaving from the following locations.

#### Los Angeles and Orange Counties

Woodland Hills—21500 Victory Blvd. between Topanga and Canoga  
Culver City—10820 Jefferson Blvd. near Sepulveda  
Lakewood—2270 East Carson near Paramount  
Alhambra—2720 West Main Street near Palm  
Buena Park—7105 Beach Blvd. near Orangehorpe  
Santa Ana—2900 South Bristol near Sunflower

All Busses leave from Los Angeles/Orange Counties  
Friday at 1:00 p.m.  
Saturday at 7:00 a.m. / Sunday at 7:00 a.m.

Returning Friday at 1:00 a.m.  
Saturday 1:00 a.m. and Sunday at 7:00 p.m.

Bus tickets available at all Ticketron locations, including Sears and Tower Records.

#### Cost

\$10.00 each way from Los Angeles and Orange County.  
\$13.00 each way from San Diego

**ONE DAY TICKETS:** \$47.50, includes parking

**THREE DAY TICKETS:** \$37.50, includes parking and camping

All tickets good for Technology Exposition

Tickets available at Ticketron and Select-A-Seat outlets  
For information on Ticketron locations near you, call:  
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Order by phone: **Teletron (213) 410-1062**  
**Select-A-Seat (714) 565-2865**

Credit cards accepted. All tickets subject to service charge.  
No refunds. Watch out for counterfeit tickets. Buy only from an authorized ticket agency. Gates open at 10:00 a.m. Friday.  
Show starts at 2:00 p.m. No cans, bottles, alcoholic beverages or drugs allowed in Festival Grounds.

Program subject to change

Tickets will be available at Glen Helen Regional Park on the days of the shows.

### Glen Helen Regional Park



**FESTIVAL INFORMATION**  
**AND TRANSPORTATION**  
**HOTLINE:**  
**(800) 662-6336**

MUSIC PRODUCED BY BILL GRAHAM PRESENTS



## The bands . . .

(Continued from page 7)

### SUNDAY

The US Festival's final day begins musically at 10 a.m. with what is billed as "Breakfast with The Grateful Dead." The legendary rock group, which started out playing Palo Alto coffeehouses as "Mother McCree's Uptown Jug Champions" in 1964, is still active, recording *Reckoning* and *Dead Set* in 1981.

The Grateful Dead should feel right at home in the US Festival's outdoor amphitheater. The band has specialized in open-air concerts throughout its career — like Woodstock, the Golden Gate Park Free Concerts it helped start in San Francisco in the late 1960s, and a 1973 concert for 600,000 people at Watkins Glen, N.Y., using digital-delay sound towers. In 1978, the band toured Egypt for two weeks, performing at the pyramids in Giza.

Fleetwood Mac, which originated in England in 1967, went through a multitude of personnel changes before settling into its present makeup — Lindsey Buckingham, Mick Fleetwood, Christine McVie, John McVie and Stevie Nicks — in 1975.

Its 1977 album *Rumors* sold 16 million copies, and the ambitious double album *Tusk* (1979) went quadruple platinum. The title cut from the latter album was recorded live at Dodger Stadium with the musical help of the USC marching band.



The Grateful Dead

Rock songster Jackson Browne was hailed by some critics as a musical messiah for his 1977 anthem "Running on Empty." His songs — as in *Late for the Sky*, *The Pretender* and *For Everyman* — often emphasize the lyrical touch. A brief flirtation with disco in the late '70s diminished his appeal in some rock circles.

Also on the bill for Sunday concert, which ends at 6 p.m., are "redneck rocker" and "Mr. Bojangles" composer Jerry Jeff Walker, who went south from his native upstate New York to adopt the country-music influence, and Jimmy Buffett and The Coral Reefer Band, mixing rock with touches of reggae and country.

(Political Advertisement)

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Treasurer, Paul Pope



# Wozniak: The wizard behind the festival

By JOHN WEEKS  
Sun Staff Writer

Stephen Wozniak, the young and reckless genius who earned a fortune inventing the Apple computer and is spending a fortune inventing the US Festival, crashed his airplane a year and a half ago in Santa Cruz.

He was unconscious for most of three days, and after he woke up he suffered double vision, amnesia and paranoid delusions. He thought doctors were attempting to blow up the hospital. He was sure the food was poisoned.

More than a month after the accident, he still suffered bouts of confusion and memory loss. He woke up his fiancée one night and asked her, "Was I dreaming, or did I really crash?"

About five months after the accident, while driving on the freeway, Wozniak dreamed up the US Festival.

"I heard a few great songs in a row on the radio, and I just got to thinking that it's about time someone did a big festival and got lots of groups together," he said in a telephone interview from his home in the Santa Cruz Mountains. "I knew it was ludicrous to think of me doing it. But I met some people who could actually pull off the logistics of the thing. My motivation was fearless. I decided to go for it. The time was right."

Wozniak laughs at the thought that his brainstorm was just another episode of post-trauma delirium. "Maybe there's a slot machine in my head and all the neutrons just happened to line up a certain way," he said, enjoying the joke. "But no, somebody up there loves this festival and wants it to happen. I'm just the tool. Nobody who looked at my past would expect me to do something like this."

That's not entirely true. While Wozniak never has dabbled in festival production before, he has a long history of creating spectacles of one sort or another.

For a man who started his engineering career by building "blue boxes" for illegal telephone use, who once called the Pope and pretended to be Henry Kissinger, who once operated a dial-a-joke service out of his apartment, who became a multimillionaire by inventing a state-of-the-art home computer and then enrolled in undergraduate computer classes under an assumed name, this business of putting on a new improved version of Woodstock is just another turn of the screw.

Stephen Wozniak, known to his friends as "Woz" (a nickname the Wizard of Oz could have used, too), was born Aug. 11, 1950, in San Jose. A whiz kid, he built his first computer as a 13-year-old at Cupertino Junior High, and it won first prize in the Bay Area Science Fair that year.

At Homestead High School in Los Altos he met Steven Jobs, a fellow electronics nut, and the two of them formed a friendship that after graduation became a business. Their first enterprise was to build "blue boxes," illegal electronic attachments for telephones that allow users to make long distance calls free. The two Steves went door to door in college dormitories and sold the contraptions to students.

Once, as a demonstration, Wozniak rang up the Vatican, identified himself as Henry Kissinger, and asked for Pope Paul VI. The pontiff was summoned, but Wozniak's ruse was discovered when a bishop came on the line to act as translator.

Wozniak enrolled at Berkeley, but dropped out and went to work as a designer for Hewlett Packard. Meanwhile, Jobs enrolled in Oregon's Reed College and then dropped out and went to work for Atari, where he designed video games.

Wozniak worked after-hours on the design for a small, easy-to-use computer and in 1976 he succeeded. Jobs saw the commercial possibilities of his friend's revolutionary invention, and begged Wozniak to stop handing out copies of his design to interested hobbyists.

Soon the two Steves quit their jobs, scraped up



STEPHEN WOZNIAK

Staff photo

from dreams to reality

\$1,300, and started Apple Computer, thus virtually inventing the home computer industry. In 1977 the company made \$2.7 million. By 1980 sales had climbed to \$200 million. Last year sales tripled to more than a half-billion dollars, which represents almost a quarter of the entire worldwide market in personal computers.

Wozniak, however, who made many of his friends and family members wealthy by handing around shares of Apple stock, wasn't actively involved in the company last year. He had his plane crash in February, and after recovering he took an official leave of absence. In June, about the time he was dreaming up the US Festival, he got married to Candi Clark, a Berkeley business administration graduate and an employee of Apple. Steven Jobs was best man at the wedding and entertainer Emmylou Harris sang at the reception.

Wozniak also decided to go back to Berkeley and finish his degree. He enrolled under an assumed name, because how would it look, after all, for one of the most famous names in computer technology to appear on the roster of undergraduate computer science classes?

Berkeley is where Wozniak spent last Labor Day weekend. "I didn't do anything special," he remembers. "I was just getting ready to go back to school."

This year, Labor Day weekend is going to be a little more special for Stephen Wozniak. He's not only going to be putting on a rock festival and technology fair that he hopes will make history, he and his wife are expecting their first child, and labor could happen on Labor Day weekend. "It's due anytime within a month but it might come during the festival," he said. "We're going to have a helicopter available."

If it's a girl, Candi Wozniak gets to name her, and she's still considering possible names. If it's a boy, Wozniak gets to name him, and he's already got a name picked: Jesse John.

The name alliterates nicely with Jerry Jeff, as in Jerry Jeff Walker, who is one of Wozniak's musical heroes and one of the featured entertainers at the US Festival.

The US Festival is a brave alchemy of art and science, but for scientist Wozniak, who has attended many more technology fairs than rock concerts, it's the music that's going to count this Labor Day weekend.

"There's no way to make a computer fair splendid for a quarter million people," he said. "Most people will be coming for the music."

Wozniak will be coming for the music, too. "A lot of my favorite groups are going to be there," he said. "I'll be listening to a lot of music. I'm going to attend my own party."

Wozniak plays a little guitar himself, and at one time during the early planning stages for the festival he toyed with the idea of making his own stage appearance. He has since changed his mind.

His own musical tastes run mostly to "progressive country and western," he said, and he pays no attention at all to Heavy Metal or New Wave. But he gave his promoter, Bill Graham, a relatively free hand in choosing acts for the three-day festival. As it turns out, the Friday lineup will favor New Wave, Saturday will tilt toward mainstream rock, and Sunday will be shaded toward country rock.

"I'm willing to sit down and listen to expert advice," Wozniak said. "I don't know any of the groups on Friday, but one of my friends has a 13-year-old sister whose favorite group is Oingo Boingo. That's okay with me. In fact, she's going to introduce them."

The only two entertainers Wozniak said he "had to have on the bill" were Jerry Jeff Walker, whom he got, and Emmylou Harris, whom he didn't, because she has a commitment on the East Coast that weekend. "We tried so hard, but we just couldn't get her," he said.

There were other disappointments, too. "I didn't get a lot of my first choices," Wozniak said. "One of my No. 1 choices was Bruce Springsteen but we couldn't buy him out of the studio. I wanted Dire Straits really bad, and we made an unreasonably high offer, but we discovered they're no longer together."

Still, Wozniak said he is very pleased with the lineup, which does include some of his favorites. He named Fleetwood Mac, Jimmy Buffett, Jackson Browne, Tom Petty and Santana.

Despite the fact that the US Festival inevitably is being compared to that other three-day rock festival called Woodstock, Wozniak dislikes the allusion. "I hope it's a historic event that people will remember 10 years later, but we're 180 degrees out of phase with Woodstock," he said.

"I never even knew Woodstock existed until I saw the movie," he said, referring to the 1970 documentary of the three-day Woodstock Music and Art Fair, held near Bethel, N.Y., in August 1969.

"Woodstock was a disaster," Wozniak said. "It didn't go smoothly at all. Everything went wrong. There was poor planning, greed, extortion, sanitation problems. The logistics were horrible."

The US Festival, on the other hand, has been planned with scientific precision, Wozniak said. "We're avoiding all the last-minute decision making. We won't have any last-minute crises."

Wozniak, who plans to return to Apple after the dust settles in Devore, is spending about a fourth of his listed wealth of \$50 million on this holiday weekend "party" of his. The idea doesn't frighten him in the least.

"We're not looking at the bottom line. Basically, I would like to get paid back my loan, but if I don't, I'm not going to cry," he said.

"I don't pay attention to money. All you have to do is look at how all the decisions have been made. We aren't operating in terms of what we expect ticket sales to be. We are operating in terms of making a festival good enough that I would want to attend it."

"We're doing lots of neat things just because they're neat."

Fri., Aug. 27, 1982

THE SUN—Page Eleven



# Festival medical care plans ready

By JEANNINE GUTTMAN  
Sun Staff Writer

SAN BERNARDINO — No matter what medical problems arise at the US Festival, there will be an army of experts on hand to handle them all — from drug overdoses to childbirths to routine cuts and scratches.

Eight first aid tents staffed by doctors, nurses and paramedics will be scattered throughout Glen Helen Regional Park for the three-day music festival.

In addition, a central medical building — sort of a "mini-hospital" — has been set up to provide more extensive treatment.

The concert's major medical problems are expected to come from the heat, drugs and alcohol. San Bernardino County health officials are predicting that marijuana, liquor, cocaine and methaqualone — a hypnotic sedative also known as Quaaludes — will be the most-abused substances. At this point, officials are not expecting widespread use of harder drugs like heroin and PCP.

Sick and injured persons who cannot be treated at the festival's medical stations will be taken to local hospitals by ambulance or medi-vac helicopter, which can land at two designated helipad zones in the park.

Concert goers will not have to pay for any medical services or ambulance transports they receive at the music event.

The UNUSON Corp., which is promoting the rock-'n'-computer extravaganza, already has spent \$65,000 to provide the on-site care.

Most of that money has gone to Event Medical Services, Inc., of Cerritos, which has provided medical care at rock concerts and sporting events.

The EMS group, which worked at the recent Rolling Stones concert in the Los Angeles Coliseum and the Journey concert at the Pasadena Rose Bowl, was paid \$51,000 to set up shop at the US Festival. EMS employees will operate the first aid stations and the central medical building.

Wednesday, two days before the concert begins, EMS personnel will begin staffing the central medical building and will keep it operational through the following Tuesday, two days after the festival ends.

The EMS crew is keeping the main medical station open for seven days to deal with worker and "pre- and post-event" health problems. Much of their work will involve keeping tabs on problems that arise in the overnight campgrounds, which can house up to 110,000 recreational vehicles.

The UNUSON Corp. has shelled out an additional \$14,000 to Courtesy Ambulance Service of San Bernardino, which is providing ambulance transportation from the festival to local hospitals.

At the anticipated height of the concert — from Saturday through Sunday — more than 100 medical personnel will be on duty, including staff from the San Bernardino County Public Health Department.

UNUSON's costs do not yet include services by the county Public Health Department, which will have 24 employees on hand to review all medical problems, said Greg Hartman, emergency medical services coordinator for San Bernardino County.

When all the figures are added and final tallies on injuries and accidents are computed, UNUSON's medical bill may be close to \$100,000.

According to Hartman, the county's main responsibility will be coordinating ambulance transports from the festival site to four area hospitals that it is monitoring.

"When you add the normal Labor Day incidents with a three-day concert where 250,000 people are expected, you can end up with quite a mess," Hartman said. "And that's what we're trying to avoid."

Through the use of computers, county personnel will be able to tell how many beds, units of blood and emergency room staff are available at the four hospitals — San Bernardino Community, St. Bernardine, Loma Linda University Medical Center and San Bernardino County Medical Center.

The medical planning for the US Festival has been so extensive that nothing has been overlooked, Hartman said.

Using data from other rock concerts, anticipated injuries and illnesses have been projected and plotted by six-hour blocks for each day of the event.

A detailed "worst case scenario" report estimates that the festival will have 1,390 minor injuries and illnesses and 186 major incidents. There also will be an estimated 145 medical transports from the concert grounds to local hospitals.

Those figures are based on a crowd of 250,000 and include ailments ranging from fainting, cuts and bruises and respiratory problems to drug overdoses and severe heat strokes.

If ticket sales remain sluggish, "we will scale down our personnel accordingly," Hartman said. "All our figures are based on 250,000 people showing up."

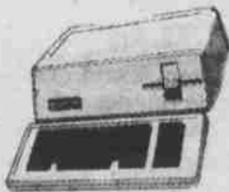
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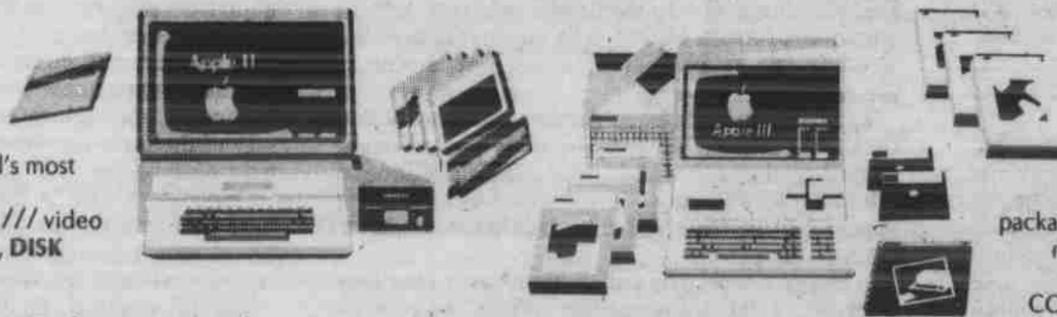
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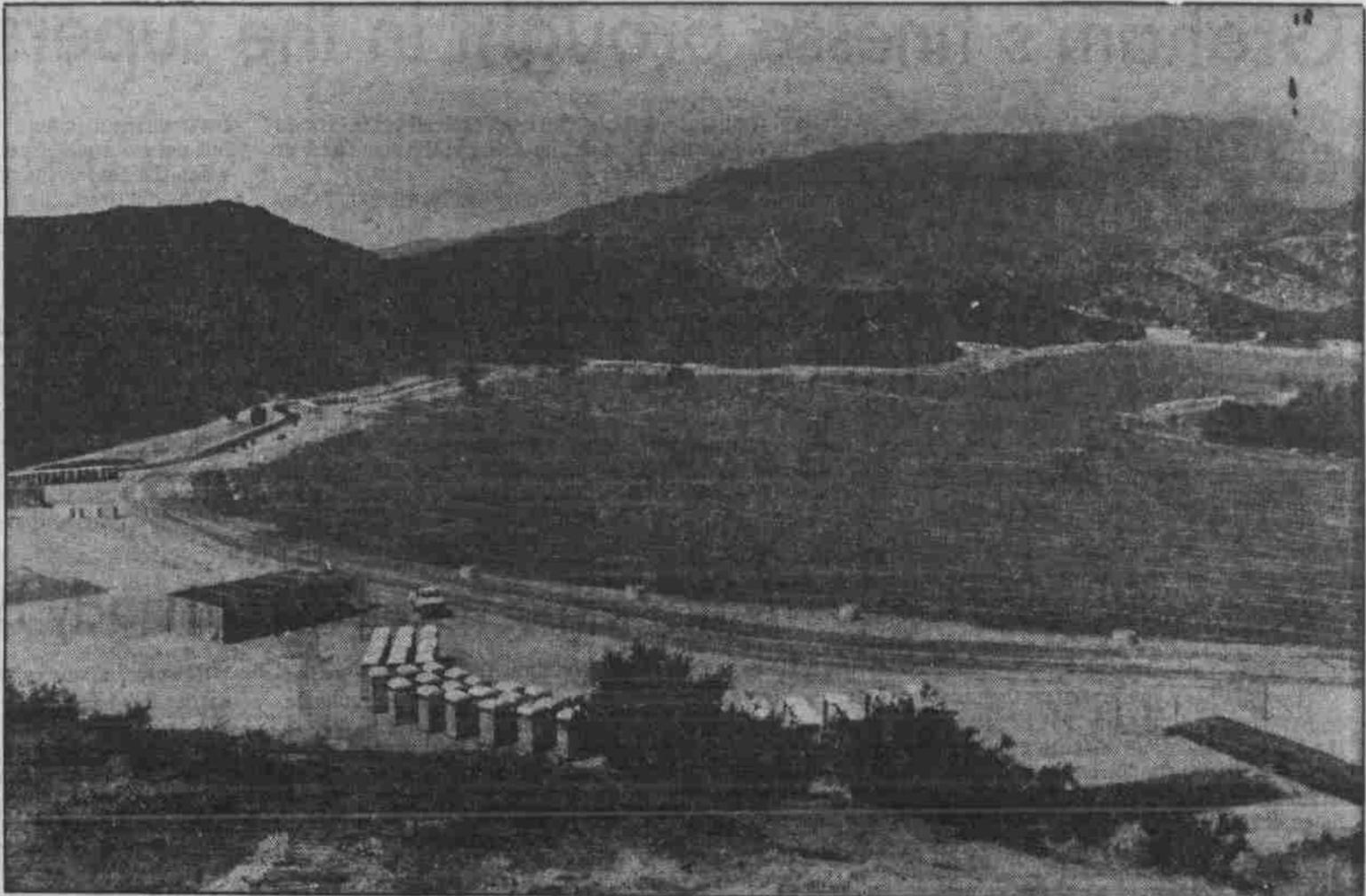
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## The bowl

US Festival promoters spent \$2 million constructing the largest outdoor amphitheater in the world at Glen Helen Regional Park. Huge outdoor speakers and special viewing screens will be in place during the Labor Day concerts so the more than 200,000 people expected will be able to hear and see the performances.



Staff photo

## Highway Patrol braced for Labor Day weekend

By CARL YETZER  
Sun Staff Writer

**SAN BERNARDINO** — Picture a steady stream of cars, motorhomes, campers, travel trailers and boats heading up through Cajon Pass.

That's what you'll find on Labor Day weekend, traditionally a time of heavy traffic with families heading for mountain and desert resorts to enjoy the last few precious days of summer.

For the California Highway Patrol it is normally a "maximum enforcement weekend," a time when officers' vacations and days off are canceled and as many of them as possible are on the road.

Now, add in an additional 100,000 or more vehicles heading for Glen Helen, site of the US Festival, a location adjacent to the interchange of two principal freeways, Interstates 15 and 215.

That's the situation facing officials of the CHP's San Bernardino office as they struggle to map out strategies to cope with what could amount to the largest traffic jam ever in the Inland Empire.

The man who bears primary responsibility for the plan is Lt. C.A. "Bud" Daves, executive officer for the San Bernardino area. He's been working with UNUSON officials for several months.

"Right now, we're watching ticket sales to try and determine just how many vehicles we will have," he said. "But, we're geared for the max."

Daves said he expects most of the traffic will arrive via northbound Interstate 15.

"We'll be taking the RVs off at Nealy's Corners," he said. From there, they will be directed down the old Devore Road to the campground at Sycamore Flats where 110,000 campsites have been constructed.

The rest of the traffic, he said, will be directed to the offramp constructed especially for the festival. That ramp will lead to a parking area with 2,500 spaces.

"If that ramp fills up," he said, "or if we get backup so that cars are stopped on the freeway we'll direct them north through the interchange, then south on Interstate 15 to Palm Avenue."

From there, he said, they will be directed back north on Cajon Boulevard to the festival.

"We'll use Cajon for stacking," he said. "Our main effort will be to see that all freeway lanes going through the area are moving."

Daves said officers would be stationed at 14 fixed positions 24 hours a day to direct traffic.

"Most of us will be working 12-hour shifts," he said.

In addition to handling the crowds, Daves is planning ways to get the multitude of special vehicles — ambulances, fire trucks, garbage and delivery trucks, the news media and vehicles carrying the entertainers — in and out.

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THE SUN—Page Thirteen



# Graham's finesse brought in the superstars

By YARDENA ARAR  
Associated Press

What's the hardest part about putting together the all-star bill for what may be the largest multi-day outdoor rock festival since Woodstock?

Deciding who will headline, says Bill Graham, the veteran concert promoter. He is in charge not only of making those decisions for the \$12.5 million US Festival upcoming Labor Day weekend, but of persuading the big names — and powerful egos — involved to accept them.

And big names are in plentiful supply at the rockfest-computer fair. The bill includes such well-known musicians as Pat Benatar, Jackson Browne, the Cars, Fleetwood Mac, Tom Petty, the Police and the Grateful Dead.

"This has been a major problem," Graham said, interviewed in his makeshift office, a boiling hot construction trailer set up behind what will be the football field-sized stage. Only 2½ weeks before the show, it was still several piles of metal rods sitting at one end of a natural amphitheater in Glen Helen Regional Park.

"This show has many superstars to the extent that on Saturday — Tom Petty, Pat Benatar, the Cars, the Kinks — each one of those groups could play multiple dates at the Forum in Los Angeles," said Graham, a rangy man with hazel eyes and black hair flecked with gray.

"When you have that, you obviously have groups who have sound management and sound guidance, and they all say, 'Bill, you want us to play that day — we'll be the headliners, we'll close the show'..."

Well, the one thing man hasn't solved yet is, how do you have two bands appearing at the same time at the end of the day?"

How do you tell such huge performers that they won't close the show?

"You don't tell them, you ask them to consider some solution," Graham replied with a fleeting smile.

"On the two or three occasions when we had a seeming stalemate, we asked these groups who began to be doubtful to come out and see the site. And when they got out here they realized that it was more than another show."

Steve Wozniak, the Apple II computer millionaire who is providing the bucks for the festival, approached Graham to handle the booking, promotion and production on the theory that talent might

make difficulties for a one-time concert promoter, but not for a major promoter who will remember when the next event comes down the pike.

Why did Graham, who has spent most of the last year handling the Rolling Stones' tour, accept?

"It seemed, when they approached us earlier this year, their intentions were highly honorable to the extent that at first it was with disbelief on my part (that) I heard somebody say, 'We really have the bucks and we want to do it right. We'd like it to break even or make a little money, but those aren't the important areas.'"

"You don't hear that kind of dialogue," Graham said. "It turns out that that's the way Steve approached this dream of his. I think somebody put it very well when they said that the main reason he wants to do it is so that he can get in for nothing."

## Many area hotels are already booked

SAN BERNARDINO — Festival goers looking for last-minute hotel or motel reservations would be well advised to look for small, independent motels in the San Bernardino area or look toward areas farther away from the festival grounds, area hoteliers say.

Many of the larger hotels in the San Bernardino area and those with chain affiliations already are full, and many of them have been for as long as three weeks.

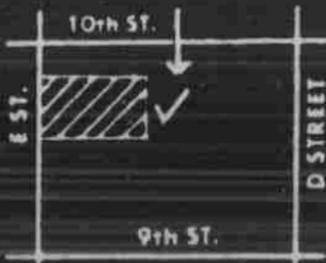
However, many smaller motels still had space earlier this week as did some of the larger ones in the West End, the Riverside area and the High Desert.

Hotel officials said they expect to be booked solid for the weekend. With between 200,000 and 300,000 persons expected to attend the festival, if even 1 percent were to choose to stay in hotel or motel rooms instead of the campgrounds, between 2,000 and 3,000 persons would be seeking guest rooms.

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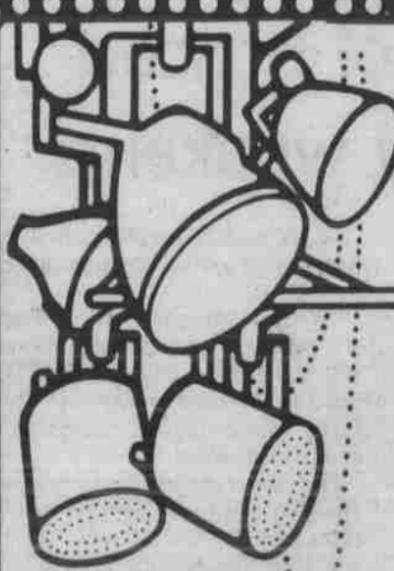


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# Ellis brings US Festival to reality

By MARK LUNDAHL  
Sun Staff Writer

While Apple Computer founder Stephen Wozniak is the most visible member of the UNUSON Corp., it is Dr. Peter Ellis who is its catalyst.

A former anti-war activist and community organizer, Ellis is primarily an educator who was thrust into the position of organizing the US Festival at the insistence of his friend, "the Woz."

Ellis, 35, founded the Institute for Professional Development, a consulting firm that put together off-campus programs for colleges and universities across the country, and later organized the University of Phoenix, the first fully accredited for-profit college in the United States.

He admits that organizing the three-day event is only a temporary diversion and that he is primarily interested in developing computer applications for the educational community and "getting the family involved once again in education."

Still, he views the festival as a living example of the "Us philosophy" and a model of how teamwork can put the United States back on top again.

A casual man with an easy laugh, Ellis sat in his office at Glen Helen Regional Park earlier this week, looked out at the grassy amphitheater outside his window, and offered the Sun his perspective on the upcoming festival.

## Where did the idea for the festival begin?

"Woz kept telling me he wanted to do this thing. And I said, well, let's go out and do feasibility and management studies and see if it can be done."

"But I didn't even get a third of the way into that feasibility study when, at one meeting, Woz handed me a check for \$2 million and said, 'I want you to know I'm serious. I don't need no study. Lets go do this thing.'"

"I wasn't even convinced I wanted to do it yet... But he kept making me offers I couldn't refuse. Finally a friend said to me, 'Hey Peter, education will be here a long time. This is the chance of a lifetime. You ought to go do it.' So I did it."

## Had you ever organized a music festival before?

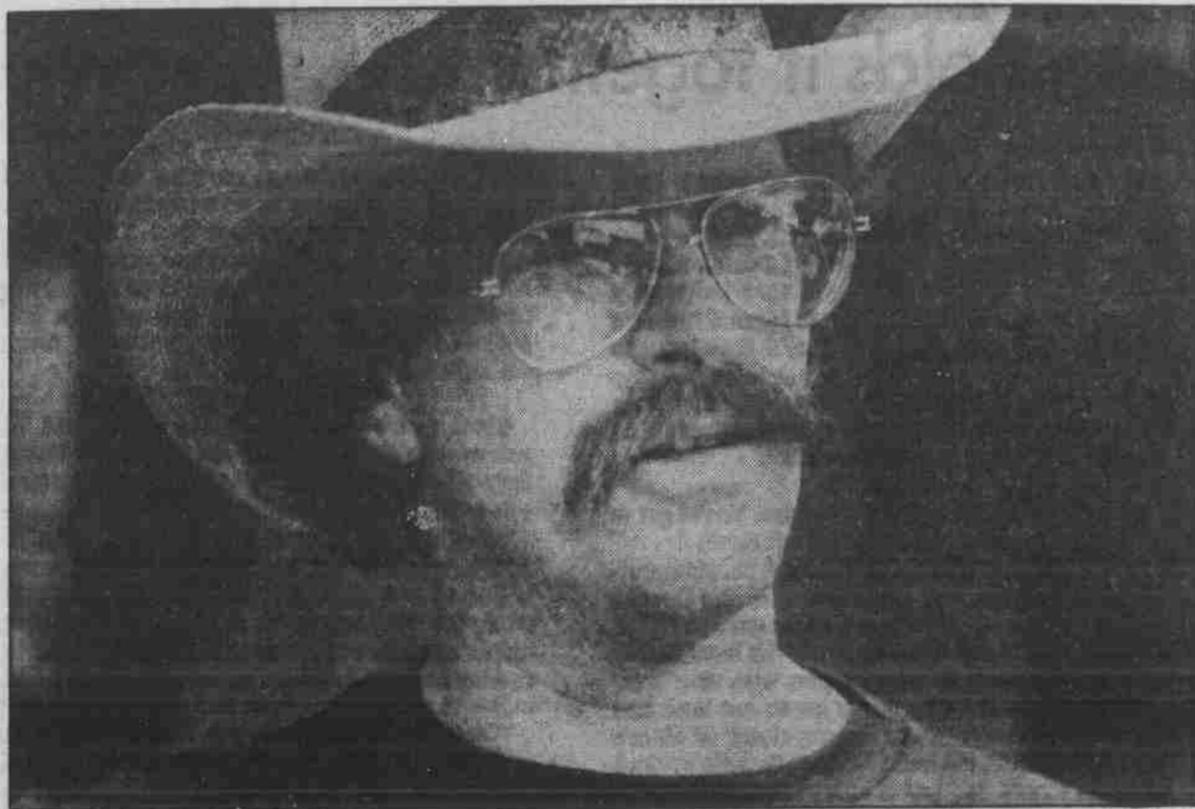
"I organized the first Earth Day in the country. That was when, you may recall, we buried a new car up in San Jose State and we had about 250,000 people. That was the biggest thing I ever organized in the sense of a single event."

"I did a lot of Fourth of July celebrations and did a lot of Labor Day celebrations where you'd have a band out in the park and sack races, all the traditional kinds of fun things. We'd have big carnivals, big street fairs, things like that. There was lots of organizing involved in them. But nothing of this magnitude."

## How did you put together the UNUSON crew?

"I selected everybody. Gerald Cory (vice president of operations) came out of my experience at San Jose State... He was the head of ROTC at San Jose State when I was trying to run them off campus. We were mortal enemies in the sixties... (but) I knew how talented he was."

"Stan Kephart (head of public safety) came out of one my degree programs. I watched his career and watched the work he did. He trained all the park rangers in the state how to use non-lethal methods



Staff photo

Dr. Peter Ellis, coordinator for the UNUSON US Festival, is an easygoing man who has the knack to pick the right people for the job.

of control. He was a very successful politician, a super-talented guy.

"A lot of the people came out of the University of Phoenix. There are about nine of them that I hired away... I just went after the very best people we could find. When we wanted to find a landscape architect that really was good, we found Craig Tocher, because he designed all the desert parks up here and did a lot of work at Yosemite... We went around this county and we asked who was the best guy in construction, heavy equipment and moving dirt and stuff, and I'll tell you I've never run into a better group than Martin Matich and his people."

"I just think when you go out looking with an attitude that you're going to do it right, you're going to line up people who will get behind a common goal. (Our staff members) come from a diverse background. I mean we've got kooks out here. We've got guys working on this Sensonic Theater who think there's going to be a space ship landing here... We've got born-again Christians. We've got right-wing Republicans."

"If we can get that kind of diversity and still focus on a common goal, we can't be stopped. I think this is a perfect example of teamwork."

Even with the time and money UNUSON has spent on security and safety provisions, is there a chance that something might go wrong at the US Festival?

"There's a chance of that. But if you plan for that and you work for it and you put your best energy behind making sure that it doesn't happen, usually it won't happen. Again, good planning comes with people lining up behind a common goal. A good example is the space program. There have been a few screw-ups in the space program and there's been one tragedy. But by and large they've done pretty amazing things."

What is the worst thing that conceivably could happen?

"The worst thing that could happen is if too many people decide to come. We'd rather have 100,000 people here than 350,000 people. And that's crazy. 'Most people who would promote something like this would rather have 350,000 people, or a million. That's not our attitude. And we're going to work really hard to make sure this place is secured. We've put up a lot of fencing and we're going to have a lot of patrols and we're going to have the best security teams we can have.'"

On the surface, festival preparations appear to be progressing smoothly. Has everything really been as smooth as it appears?

"Yeah. It really has. So far, the toughest times for us were the unknown times when we didn't have the land, when we were planning and working all over the state. We'd be run out of one county and be dropped from another county, or someone would freak out and not understand what we were trying to do."

"After we knew (the festival) was go, we were ready. Everybody had been waiting for months to roll up their sleeves and make it happen."

"Recently, we've had some transitions to go through, now that we've brought in another organization, like the Bill Graham organization, that has a different style."

"I think Bill Graham likes to yell a lot. He yells and screams and hollers. It's a different type of style and his is very much a hierarchical organization... But there's not been much of a conflict. A little bit, but a lot less than I really expected... Again, he's the best, and we went after the best."

"I think working with the groups has been painful for him (Graham) in the sense that he really sees this as something that could give rock 'n' roll a shot in the arm and get it back to where it was. Rock is kind of on the down side, but the managers don't always act that way."

"The Police wouldn't play with anyone on Saturday. They wanted to be the headliners and they wanted to play only with new wave groups."

"Then we had Tom Petty headlining and Fleetwood Mac says they'll play, but only if they can headline. So the only day they can headline is Sunday and that's country music day. We tell them that but as soon as they get in there they say to us, we'll have to have authority over who plays under us."

"I'm glad (Graham) did all of those negotiations. But that's why you can see (Sunday's entertainment) can hardly be called country. Jerry Jeff Walker is country and Jimmy Buffet is, maybe. We really wanted country music, but it just got aced out from under us."

Could you have foreseen something like that happening?

"Well I had heard those things, how those groups are. I've heard the stories. We're getting them now."

(Please see Ellis, page 16...)

