

# Cash Box

## Metanomena

Tom Donahue

Whether they heard a note blown or saw a fragment of a star, the audience as well as the performers at the Woodstock Festival can revel in the fact that they have scared the hell out of The Establishment.

As the cultural shock wave sends a convulsive shudder through media the heavy editorial thinkers are trying to analyze the social, economic, and political ramifications of that joyous celebration of the music and of each other.

Time Magazine worried that they would fall into the hands of some evil (non-Luceite) political manipulator. I agree that much of the audience as well as the performers will someday become political activists. There is no question that many of tomorrow's leaders will come from the entertainment world — it's just too damn bad that Ronald Reagan and George Murphy had to be the ones to prove it.

The Festival has also succeeded in underlining the fact that we are part of a drug culture that was created by the very media that now gapes in horror at it's dope-smoking pill-popping sons and daughters who are not only doing that but also are unashamed of their nude bodies and even, reportedly, are Doing It!

Inevitably the dope part of it will be blamed on the musicians because it always has been. Never mind that T.V., Radio, and the Press are constantly hawking us to buy pills to wake up, to go to sleep, to calm us, to enthuse us, to enable us to tolerate existence.

Johnny drops an amphetamine and he's "on speed" — Mother drops one and she's "on a diet." Society's darlings pass out joints with the martinis and they're "beautiful people" — some musician gets caught with half an ounce in his guitar case and he's a menace to society.

I don't know if anyone's keeping figures but an awful lot of rock musicians have been busted on dope charges in the last couple of years and there is no question that they are being preyed upon in many cities.

The government, national and local, bumbles and babbles about great new anti-drug campaigns and legislation — which usually translates as an increase in the penalties.

If anyone from the local sheriff to the occupant of the White House is serious about stopping marijuana smoking I suggest they turn their attention to easier tasks like regulating tides or writing their names on echoes.



The hard drugs — amphetamines, heroin, and 'downers' — are the very real problem that has to be solved and it will not be solved by legislation or government preaching because the young people today are going to listen to warnings only from their own peer groups.

The Do-It-Now Foundations in Los Angeles is one example of a group of long-haired ex-drug users who have come up with a series of programs based on very simple goals "to meet the current needs of the youth community, to alleviate pain, and work towards the ultimate conclusion of man's intelligence, universal peace and happiness." The foundation to date has made anti-drug tapes by top rock musicians such as Gracie Slick of The Jefferson Airplane, Eric Burdon of The Animals, Frank Zappa of The Mothers of Invention that have been offered to the radio stations around the country. The tapes are warnings that 'speed kills' from rock personalities whose influence in this area is of tremendous importance. They operate a 24-hour a day answering service in reference to drug problems. They hold workshop sessions which addicts or people who fear becoming addicts. They have initiated a program of adult education to try to explain to parents what the real drug problem is in this country. They have come up with a record album called *First Vibration* that will be sold through the mail to raise funds for this non-profit charitable and educational foundation and for similar groups throughout the country. The album contains cuts by Buffalo Springfield, The Beatles, Genesis, Eric Burdon and the Animals, Jef-

erson Airplane, Donovan, Ravi Shankar, Canned Heat, Things to Come, Peanut Butter Conspiracy, Hoyt Axton, The Byrds, Chad and Jeremy, and Jimi Hendrix. It's a powerhouse and it will be sold through the mail at a \$3 price tag over top 40 and underground stations around the country.

The station will thus have an opportunity to be involved in a realistic workable program to halt drug abuse. Twenty-five cents from the purchase price of each album will go to the radio station to donate to whatever organization in their own community that they believe is best working in this area — the free medical clinics, etc. The album is accompanied by a booklet that tells specifically of the dangers of various types of harder drugs and tells it in the words of Donovan, of poet Allen Ginsberg, as well as drug users themselves who have suffered the experience.

I know of no effort in the field of drug abuse that makes more sense or has a more intelligent approach. The message comes from the heroes of the contemporary music business and there is no question in my mind that today's young people will heed the warning if it comes from The Beatles, The Jefferson Airplane, or Jimi Hendrix before they would ever listen to a similar message from their parents, their teachers, or The United States government. That may not be the way that any of the aforementioned would like it to be, but that's the way it is. It is an outstanding opportunity for the popular music stations to join with the top rock artists in a campaign of true public service.

