

**THE ISLA VISTA RIOTS****17 YEARS OF BUILDING COMMUNITY**

Late in the evening of February 25th, 1970, the Isla Vista branch of the Bank of America was burned to the ground while hundreds of people watched in the street. This event has forever made Isla Vista famous or infamous, depending on your perspective.

The fire burned through the night unimpeded because no government firefighters would enter Isla Vista after the police had been unceremoniously thrown out of town earlier that evening by throngs of angry residents.

People present that night talk about the primal nature of the experience as they stood transfixed, staring into the flames — exhilarated by the sheer audacity of this act of defiance, while at the same time wondering what their fate would be once the outside authorities reestablished control over this town which had for so long been the helpless victim of outside political and economic authority. In this special issue, the *Isla Vista Free Press* will look back on the events of that Winter and Spring 17 years ago. We aren't presenting this retrospective in order to glorify the destructive forces which were unleashed during those amazing few months. Neither are we interested in canonizing the victims of the repression whose lives were forever changed by their experiences. Nor do we wish to vilify those in authority who either through intention or benign neglect — created the circumstances which made the great conflagration almost inevitable.

Rather, we present this special issue because we firmly believe it is impossible to understand our community today without first understanding those events which so few current residents actually witnessed, but which still shape the community we live in.

This issue is also special in that it marks the first time the *Isla Vista Free Press* is being mailed to every household in town — including New and Old Married Student Housings and Santa Ynez Housing. If you tell our advertisers that you appreciate their support of this newspaper, we will continue to bring you this 100% coverage of Isla Vista.



**THE ISLA VISTA TREE**, the symbol of Isla Vista community building and self-determination efforts since 1970. This graphic is an adaption of a poster used for the I.V. Homecoming weekend, Feb. 22-24, 1980 sponsored by the I.V. Rec. & Park District commemorating the 10th Anniversary of the burning of the Isla Vista branch of the Bank of America. Original poster concept by Jim Crandall, design by Susan Swift. See story on the Isla Vista Tree, p.2.

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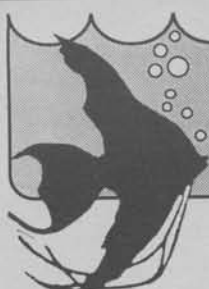
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## THE ISLA VISTA TREE

# GONE BUT NOT FORGOTTEN

On January 28, 1983, the campaigns.

tree which had become a symbol of Isla Vista's community building efforts fell off the cliff into the ocean during a winter storm.

A flood of memories rushed through me the next morning as I gazed at the place in County Park that the tree had so tenaciously clung to for so many years.

What had the "Isla Vista Tree" meant in this town? A drawing of the elegant cypress has been used as the logo for the community's

It's kind of ironic that the Tree was situated in the only County owned park in Isla Vista. This became painfully obvious when the community asked the County Parks Department to replace the tree with a new one and to create a plaque memorializing the tree near the spot in which it once grew. They planted the new tree OK, but it took more than a year of haggling to get the plaque.

It seems as if the director of the Parks Department didn't



ISLA VISTA TREE, about 1976. Photo by Doug Martin.

self-determination efforts want to put a symbol of "Isla since the early 1970s. It has been used as the letterhead of both the Isla Vista Community Council and the Isla Vista Recreation and Park District -- certainly the main institutional embodiments of this elusive goal.

It also is the centerpiece of the "Welcome to Isla Vista" sign on Los Cameros Road. In addition, several thousand yellow and red buttons (reproduced here on page 16) proclaiming Isla Vista: the People, Yes as a border around the tree have been distributed over the years. And, a 1980 Park District poster calling attention to the growth of community institutions in the 10 years following the razing of the Bank of America pictures the I.V. Tree growing out of the ashes of the Bank.

It is this poster which was adapted for the cover graphic of this issue of the Isla Vista Free Press.

As I remember it, Eric Hutchens and Al Plyley were the two individuals who did the most to popularize this symbol of community building. But, it was so immediately a hit that there was a big stink made when some politicians tried to use it as a logo in their

Isla Vista resident Jeannie Hodges cast the plaque in her studio on campus and the County Parks Department installed it on May 17, 1984.

Shortly thereafter, a rugby club from Santa Barbara, in a drunken stupor, pushed the rock off the bluff onto the beach. It took the County two weeks, plus a giant crane, to restore the rock with the plaque to the spot you see it today. And, it has been more appropriately secured to the ground.

So, while the Isla Vista Tree is gone, it is not forgotten. And, neither is the community self-determination movement it symbolizes.

-C.L.

## SUPES MAKE I.V. HISTORY

The County Board of Supervisors made history in Isla Vista in two major ways last week when they voted unanimously to remodel the one park they operate in Isla Vista -- County Park on Del Playa at Camino Corto.

The remodeling is a dramatic alteration of what has been open space with a few tables and BBQ pits. Watching the sunset and throwing frisbees has been the major recreational activity there.

The Park is also the former site of the Isla Vista Tree, and the brass plaque on the rock near the tree's former location will remain.

But, nothing else about the park will be familiar when Venice, California artist Lloyd Hamrol's \$180,000 new project is implemented -- probably by the end of June.

What is truly historic about this project is that revenues from Platform Holly will be used in Isla Vista for the first time since they began arriving to the County in 1969. In addition, as part of the project, the County will take over maintenance (and watering) of the community-owned lot next to County Park -- something they have resisted for a decade.

Platform Holly has provided from \$75,000 to \$100,000 a year to the County for almost two decades, but the County has always refused to spend any of these funds in Isla Vista -- even though they only receive the funds because of this one park they operate in I.V., and despite the fact that these funds must be

spent on shoreline improvements and recreational activities. The amount of funding from just this source will increase to approximately \$2 million per year if ARCO's new offshore drilling operation is approved as requested.

This project calls for \$100,000 of ARCO royalties to be spent on the remodeling of the park. The balance of the funds will come from various other monies intended for park improvements.

The major features of the remodeling include several wooden structures which will encourage safe sunbathing near the bluff, a new (maintained) volleyball court, and an enhancement of the vernal pool on what is now the undeveloped portion of the entire open space. This undeveloped portion is owned by the Isla Vista Recreation and Park District.

The County Arts Commission was instrumental in developing this concept with the artist and Cem Centindis, an architect from the L.A. area. The design was ultimately approved by the County's Park Commission and the I.V. Rec. and Park District Board of Directors. The design was also recommended by the Isla Vista Association.

A model of the proposed changes in the park was displayed at the UCSB Art Gallery for several weeks last Fall in order to give the public a chance to comment on the remodeling.

A future issue of the *Free Press* will go into more detail about the remodeling plans.

## SUPES FAIL TO SOLVE I.V. BEACH ACCESS PROBLEMS

The County Supervisors unanimously voted to delay for two weeks a final decision on when four beach access stairways in Isla Vista, which currently are unusable, will be repaired.

Supervisor Bill Wallace, who lives in I.V., asked for the delay after it became apparent that County staff was supporting a means of funding the repairs which would delay for at least one year the reopening of the stairways at Camino Pescadero and Camino del Sur.

"All hell's going to break loose if we try to wait for a full year to repair these two stairways," said Wallace during the discussion. "It's impossible to 'dismantle' these stairways for a year or so in order to protect the County's liability as our staff is suggesting. People are still going to use these gateways to the beach, even if they have to drop down with a rope. We have to find a way to fix them now."

Both the Public Works director and the Administrative Officer are suggesting that the County apply for Coastal Conservancy funds to make the repairs at del Sur and Pescadero. Funds from this source ordinarily take at least a year to secure. In the meantime, County staff is recommending that the two beach entrances be closed by entirely "dismantling" them.

These repairs are estimated to cost approximately \$100,000, while repairing the ramp at the foot of El Embarcadero, the cement stairway in Escondido Pass, and some minor repairs on the Camino Majorca stairway are expected to cost a total of about \$60,000. The staff is recommending that the \$60,000 come from SB 959 funds which should be available by the end of March.

The Public Works director is also recommending that a special assessment district be established to maintain the access ways on a regular basis although such maintenance is eligible for funding under the \$200,000 the County will be receiving annually beginning next year from Platform Holly under SRC#6817.



Co. Public Works Director Chuck Wagner reading about beach access stairways being out in Feb. 10th issue of the ISLA VISTA FREE PRESS.

## SUPES MOVE TO BAN OPEN CONTAINERS

At their February 17th meeting, the County Board of Supervisors unanimously approved the first reading of the proposed ordinance to ban open containers of alcoholic beverages from public places, including streets, sidewalks, and public parking lots.

No one showed up to speak against the proposed ordinance. Final approval is expected on March 2nd and enforcement will begin in April.

True to their promise made at the January public hearing on this plan on the UCSB campus, the Supes agreed to apply this ordinance countywide in all unincorporated areas.

Under-Sheriff James Vizzolini again made the presentation for the Sheriff's Department which had originally made a request for an Isla Vista-only ordinance. It is expected that most of the enforcement effort for this law would be in Isla Vista even though it officially applies countywide.

During the hearing, there seemed to be some confusion as to what a "public" parking lot would be. Clarification is expected at



Under-Sheriff Vizzolini facing the media after Supes approved first reading of the proposed Open Container Ban.

the March 2nd hearing.

In an interview with the *FREE PRESS* after the Supervisors meeting, Vizzolini was unable to say exactly how this proposed ordinance would be enforced. For example, will the police use this new tool mostly for the mega-events such as Halloween, etc., or will it be applied every weekend, or every day? Hopefully, this question will be answered at the March 2nd meeting, too.

Weed felt, however, that the District should buy up as much of the remaining open space in Isla Vista as possible, by what ever means. "Land lasts forever," she said.

## PARK BOARD LISTENS, FAILS TO CHOOSE NEW DIRECTOR

Three members of the Isla Vista Recreation and Park District Board of Directors interviewed three applicants for a vacancy on the Board at their regular February 19th meeting.

Director Ailene Cross was absent from the meeting and the remaining directors were unable to agree on which community resident they wanted to fill the vacancy on the Board. The seat only lasts until November, when the appointee would have to stand for election if he/she wanted to keep the seat.

The Park Board will again attempt to find three votes to make an appointment at their next meeting, March 5th.

Applicant Laura Price said that she felt the Park District was the major tool the community had to use to ameliorate the problems caused by overcrowding in I.V. due to UCSB overenrollment. She often found herself being angry with many students who didn't treat the community with the respect it deserves, but felt that a lot of this came from overenrollment.

"If we weren't so overcrowded," she said, "everyone would treat the community with more respect."

She also stressed using the Park District to make the community safer for women and to assist the community to move closer to I.V. cityhood.

Eleven year resident and homeowner Harvey Gish feels that no more Park District resources should be spent in buying new properties, and that the District could make better use of volunteer efforts to maintain existing District-owned lands. Gish doesn't like to see land

purchased and left undeveloped. He would like to see more recreational facilities purchased for children and seniors, but supports raising taxes to do this "only as a last resort."

He opposes Isla Vista cityhood because it "scars" him. "The idealistic order in I.V. is based on an unhealthy, harmful philosophy because it always leads to increasing taxes," said Gish during the hearing.

Sharlene Weed was the third applicant. Currently an elected representative on the Isla Vista Community Council, and the Vice President of the Associated Students, she has the most experience in community government. She said she favors residents assessing themselves to raise funds for Park District activities but does not favor



Laura Price



Harvey Gish



Sharlene Weed

# A HISTORY OF I.V. I, II, & III

by Malcolm Gault-Williams

The idea of this prosecution was to chill all of us... to set an example; to show you what could happen if you became involved in any social movement -- to put fear where fervour was and to destroy fervour; to destroy involvement.

William Kunstler  
February 25, 1970

Gault-Williams is just completing a book about the Isla Vista riots, *Don't Bank on Amerika* which will be published within a few weeks. He lived in Isla Vista during this period, left for a few years and returned three years ago.

Currently, he is the Station Manager of radio station KCSB at UCSB.



So spoke attorney William Kunstler in UCSB's Campus Stadium, February 25, 1970, before a crowd of 3 to 4 thousand people. Kunstler spoke mostly of the trial of the "Chicago 8", but also related local instances of similar government and police attempts to squelch the student anti-war, counter-cultural movement by arresting its leaders. At the time, millions throughout the country were involved in demonstrating against the Vietnam War.

Just the day before, local activists Lefty Bryant, Greg Wilkinson, Jim Trotter and Mick Kronman had been arrested in connection with trumped-up charges against Lefty, an active black student leader from City College. That night, in response, between 150 and 200 people formed in the loop area of Isla Vista, setting trash can fires and vandalizing realty offices -- including a front window to the I.V. branch of the Bank of America -- "The biggest capitalist thing around."

Following the Kunstler speech, numerous police units patrolled I.V. in what was termed a "saturation patrol technique". Suddenly, in full view of many who attended, Rich Underwood -- another student leader who had figured prominently in the Bill Allen demonstrations on campus almost a month before -- was stopped by county police, charged with possession of a "molotov cocktail" (actually just an open bottle of wine), and beaten. As then Associated Students Vice President Greg Knell put it, "It was this incident, one more incident of wanton police harassment, of police brutality, which the community people in Isla Vista -

the students said (I imagine it probably snapped for a lot of kids) - 'I've had enough! And this is our community and this occupying army must be driven out.'"

That's exactly what happened later that night. Police cars were set on fire, further attacks were mounted on the bank, and several waves of police forces were repelled, beaten back and out of I.V. by street-fighting Isla Vistas. "All of a sudden, all you heard out windows of the houses right next door was the Rolling Stones' 'Street Fighting Man', said one student.

Between 11:30 and 12:30 that night, unidentified persons successfully lit a fire inside the Isla Vista branch of the Bank of America (where the Graduate now stands). It was this fire that resulted in the complete destruction



Activist Lefty Bryant being arrested by local police a few days before Bank was burned.

of the building. Hundreds of people were involved. "I was amazed at the fury that people showed that night,"



Chicago 8 Attorney William Kunstler addressing crowd at UCSB's Harder Stadium a few hours before the Bank was burned.

Onward thru  
the fog  
of our  
20th year



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said one. "People charging like gladiators, with trash-can lid shields, throwing rocks at the cops...you saw people walking around with a light in

# STREET FIGHTING MAN The Rolling Stones

Everywhere I hear the sound of marching, charging feet, boy. Cause Summer's here and the time is right for rising in the street, boy.

Hey, the time is right for violent revolution.

Cause where I live the game that's played is compromise solution.

Well, now what can a poor boy do 'cept to sing in a rock 'n' roll band.

There's no place for a Street Fighting Man.

university officials.

After "I.V.2", there was a feeling of "who was to die next?" President Nixon's unconstitutional bombing of Cambodia (Kampuchea) separated I.V.2 from I.V. 3.

At this time, UCSB Vice Chancellor Stephen Goodspeed, "...felt that there are 100 hard core revolutionaries in Isla Vista, and 400 or 500 leftists who side with the revolutionaries. There are 4,000 or 5,000 moderates who can swing either way (and they swung to the left during I.V.1) and 4,000 or 5,000 who are apathetic.

I.V.3 began when indictments were handed down to those who had supposedly burned the bank. True to form and very similar to Kunstler's description of how the "Chicago 8" had been picked, the 'Santa Barbara 17' merely reflected the most outspoken and effective student and community political leaders.

The indictments kindled the



THE BANK OF AMERICA the morning after.

"As I remember it, there was some people outside the bank.

They decided to have a 'weenie roast'...My impressions of that was I never had seen a fire that big before, without fire trucks..." -- Sheryll Baiter.

already widespread resentment in I.V. They were introduced into a climate already very sensitive to possible judicial abuses. Potter and Sullivan wrote, "The timing was also unfortunate, many students felt, because the trial seemed deliberately planned to be held after most students had left the

cont. p. 10



CROWD IN FRONT OF BANK OF AMERICA at height of blaze.

their eyes and a look on their face that you just never experienced in everyday life; there were hours at a time when there was nothing to do but enjoy being in liberated territory."

The first Isla Vista riot--"I.V. 1" as it later become known - ended several days later, after Governor Reagan called in the National Guard and "Ocean View" was militarily occupied. Subsequent riots 2 and 3 attempted to duplicate the feelings of liberation in different ways.

The efforts exacted a heavy price. After Yippie leader Jerry Rubin was prohibited from speaking in Santa Barbara County, "I.V.2" broke out. During the civil disobedience, Kevin Patrick Moran was shot and killed by Santa Barbara city policeman David Gosselin (you can view the plaque in Moran's memory in the sidewalk in front of the Graduate). For several days thereafter, the Sheriff's Department attempted to pin the shooting on non-existent 'snipers'. A court of inquiry later ruled an accidental discharge had caused the death and Gosselin went free. A KCSB reporter in the field that night filed a report both chilling and graphic:

"We have what could be termed an extremely tense and extremely frightening situation. Because you see shadows of police lurking in the dark and you hear rifles cocking in the background..."

KCSB was actually shut down that morning (in violation of federal law) by local law enforcement and



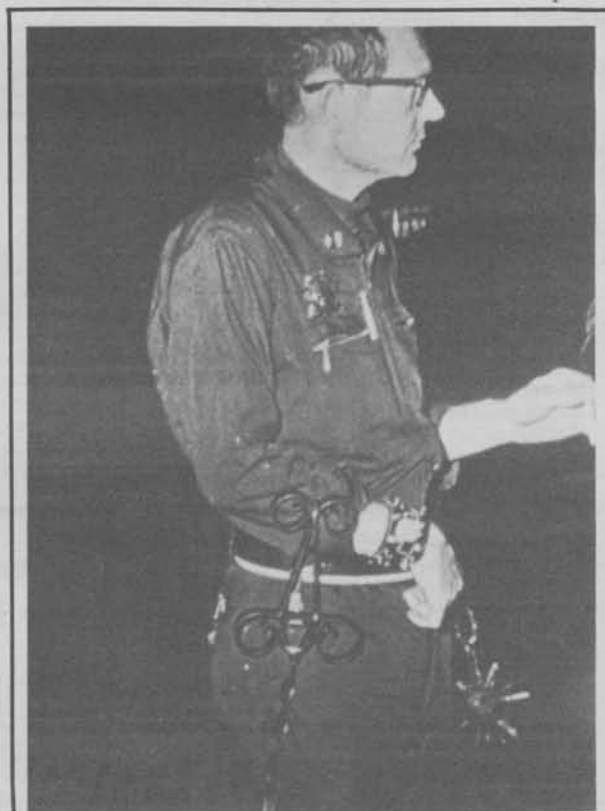
KEVIN MORAN, killed by police during I.V. II in front of Bank.



THE FORTRESS -- complete with bunkers disguised as shrubbery holders -- built by the Bank of America to replace the building burned Feb. 25, 1970. The building now holds a niteclub called THE GRADUATE.



A PLAQUE at the entrance to THE GRADUATE is a memorial to Kevin Moran, killed during I.V. II, while trying to put out a second fire at the Bank of America.



CAPT. JOEL HONEY, with medieval mace and sword, was in charge of the Santa Barbara County police officers during I.V. II before support arrived from Los Angeles and the National Guard. At least 50 people were seriously injured by the police during I.V. II.

# WHAT MOTIVATED THE I.V. RIOTERS?

Sociology Professor Richard Flacks has taught at UCSB since 1969. One of his specialties is the "youth culture" of the 1960s and 1970s, of which Isla Vista is a famous example. In his SOCIAL MOVEMENTS class, he always shows the movie *Don't Bank on Amerika*, a history of the civil disturbances in Isla Vista during the Spring of 1970, and he often invites a panel of people who were involved in those 1970 activities. He is currently writing a book with Jack Whalen entitled *Echos of Rebellion* based upon recent interviews with Isla Vistans who were here in 1970.



**FREE PRESS:** What I remember most from one of those panel discussions I attended was the statement by several of the panelists that in I.V. in 1970, everyone felt that all of the issues were related. That is, if your landlord screwed you over, you had the same reaction as if the U.S. had invaded Cambodia. Could you describe this further?

**FLACKS:** What Whalen and I discovered in interviewing a lot of the I.V. activists of that time was they were overwhelmed with the feeling that there was some kind of Apocalypse coming. There was a pervasive belief that everything was coming to a head, and that therefore, there was no sense in planning for the future, at least in a personal sense because the U.S. was headed toward some kind of civil war, some kind of total conflict.

The things which were going on

## FOR WHAT ITS WORTH Buffalo Springfield

There's something  
happening here.  
What it is ain't  
exactly clear.  
Young people speak-  
ing their minds,  
Getting so much  
resistance from behind.  
What a field day  
for the heat;  
A thousand people  
people in the street.  
Paranoia strikes deep.  
Into your life in will creep  
It starts when you're  
always afraid;  
Step out of line,  
The Man comes  
to take you away.

in I.V. were also happening across the country. For example, the killing of four people by the National Guard at Kent State University.

If you think (as most of the activists did) that we live in a "system", and it's a unified system of domination, then what happened to you with your landlord in I.V. or with the police in I.V. was akin to what was happening in Vietnam, etc.

**FREE PRESS:** Was there anything really unique about Isla Vista, as opposed to other college campuses across the Nation?

**FLACKS:** What struck me very strongly when I arrived here from the University of Chicago was that there was a much more pervasive and integrated sense of rebellion against authority here. And this wasn't just among the activists! I mean, your father was a part of it, the police was a part of it, the University Administration was a part of it. Nixon was part of it.

In a sense, everyone in their youth rebels against authority. But you learn to suppress and control these feelings because these feelings are unsafe, even dangerous. So, you learn to "play by the rules", at least outwardly. Maybe you'll break some of the rules in private; that kind of split of the "self" is quite ordinary.

But, what happened here was that there was some kind of mass release from that need to suppress that rebellion. When thousands of people are marching in defiance of authority, suddenly you become "authorized!" to rebel against that authority, to express those buried feelings. And, there was an emotional, psychological release in expressing them, especially with a

## OHIO Crosby, Stills & Nash

Tin soldiers and  
Nixon coming,  
We're finally  
on our own.  
This summer  
I hear the drumming.  
Four dead in Ohio.  
Got to get down to it.  
Soldiers are  
gunning us down.  
Should have been done  
long ago.  
What if you knew her  
and found her dead  
on the ground.  
How can you run  
when you know?

whole lot of other people expressing them, too.

Social systems of control are pretty fragile to begin with. And when they got challenged in a very comprehensive way, they collapsed.

There were several factors of many people's everyday

"We were sneakin' down this alleyway to get really close to the Loop. There were cops standing all around and we just crawled up these alleys...everybody's got stones; there were about 4 or 5 of us, you know, just pockets full of stones...and you just let go, you don't even look at what you're throwing. You just got all these stones and your goal is to get down there and just unload every stone that you've got in your pockets and in your hands, as fast as you can, and then turn around and just run." --Bill McNaughton.

experience which lead to this collapse, or at least reinforced it:

#1. **The drug scene.** People were involved with various kinds of drugs (marijuana, LSD, etc.), and these were all illegal! And it is revealed to you by the very practice of these very pleasurable activities is all tied up with being an outlaw.

#2. **Movies in I.V.** The movies at the Magic Lantern Theater in I.V. that Fall and Spring included "Z" (the story of this wonderfully honest, idealistic politician in



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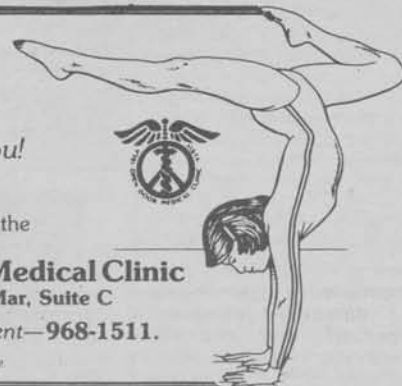
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Greece who was assassinated), "Easy Rider" (three guys on the road who get wiped out by some rednecks), "Alice's Restaurant" (about this hippy commune which gets smashed by the forces of darkness), "Medium Cool" (about some people who got caught up in the demonstrations at the Democratic Convention in Chicago

**If it takes a  
BLOOD BATH  
let's get it over  
with. No more  
appeasement.**

*Ronald Reagan*  
Governor, State of California

A POSTER WITH ONE OF REAGAN's comments about the students demonstrating against the war in Vietnam.

and get killed), "The Battle of Algiers" (which said that revolutionary violence was justified). These were all powerful and had a big impact.

#3. The Bill Allen Incident. The popular Anthropology professor was fired and a lot of students thought it was because he talked about Vietnam in his classes. This provoked major demonstrations on campus, with 7,776 people signing a petition asking for an open hearing on his firing (supposedly required by UCSB guidelines).



STUDENT WITH 'L.V. P.O.W.' SHIRT at the June, 1970 UCSB Graduation ceremonies. The "prisoner of war" reference was worn by several hundred students to protest the police barricading of Isla Vista for two weeks during

#4. Ronald Reagan was governor at that time and both his language and actions were very repressive.

#5. The police repression in Isla Vista, which so many people had experienced first hand.

#6. The Generation Gap in values between these activists and their parents.

#7. The Oil Spill in Santa Barbara the year before.

#8. The Draft of young people to serve in an unpopular war was accompanied by a general collapse of authority nationwide, especially with the Nixon presidency. I mean, this wasn't a war supported by a widespread, patriotic movement.

So, when these common experiences were combined with such deep-felt needs to express rebellion against illegitimate authority, this all got released in mass demonstrations.

I suppose, too, that the close proximity of so many people of the same age (75% of I.V. at that time was students -- it's 65% now, up from 50% in the mid-'70s) in such a densely packed, ghetto environment, added a lot to this common experience.

This was the biggest difference between what I saw here and what was happening in the East. In the East, it was primarily political activists who were at the forefront of the demonstrations. But here, it was a much broader spectrum of people who were involved, and they were involved more to release cultural repression than just to achieve political goals.

In other words, it was the golden sons and daughters of California who burned down the Bank of America. This was a new generation of people who were convinced that the values their parents were trying to teach them just didn't work -- because they weren't working in their parents' lives!

I believe, too, that if these same people came though Isla Vista five years earlier, they wouldn't have been involved in these activities. But, it was this amazing combination of personal and social experiences which lead to the events we are recalling.

**FREE PRESS:** So, what has happened to the people who burned down the Bank of America and the leaders in Isla Vista during the Winter and Spring of 1970?

**FLACKS:** For the most part, these

the most part still involved with the same occupational field they chose coming out of college and their earnings are in the six figures. And, most got married and settled down right away.

That's why the movie The Big Chill was such a distortion, because it purports to tell the story of people who were activists in the '60s and '70s, now turning Yuppies. In fact, this movie told the story of the so-called "straight" people of that era. The story of the generation that made the events in Isla Vista has yet to be told.

**FREE PRESS:** So what happened after that Spring? I mean, what happened the next Fall in Isla Vista?

**FLACKS:** The most amazing thing! The Apocalypse didn't happen. The activists started building a community. There was a general coming together of people to create some order in the chaos.

Not some kind of order imposed from outside, but an order based on self-development.

I really learned a lot from that experience. It seems that when people get close to the edge, most of them draw back and ask "Can we make something of what's here?"

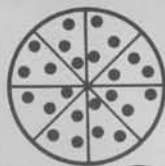
Even that Spring some of this started when the Isla Vista Community Council was established. The came Regents funds in the fall and a whole group of community institutions were

"A Los Angeles Sheriff's car screeched up and 4 officers dismounted. I moved Rocky, my girlfriend, to the back of the apartment. The four sheriffs smashed open the door, grabbed Melody and John, threw John across the coffee table and began beating him. We were ordered out of the back of the apartment. I was struck by a night-stick, in the solar plexus, because I didn't move fast enough. I was thrown to the floor and had a boot rammed into my back. Rocky was dragged by the hair and thrown down. We were then thrown and dragged by the hair, down the stairs, outside to the waiting squad car. After being handcuffed, I was literally thrown into the squad car with Melody and Rocky." -- Santa Barbara Citizens Commission testimony.

#### ALMOST CUT MY HAIR Crosby, Stills, & Nash

Almost cut my hair.  
It happened  
just the other day.  
It was getting  
kind of long.  
I could have said  
It was in my way.  
But, I didn't,  
and I wonder why.  
Feel like letting  
my freak flag fly.

established, all on so-called "alternative" models -- organizations which hopefully reflected the new values being expressed by this new generation. Of course, the rest is history.



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WE ASKED ABOUT 15 PEOPLE IF THEY  
EVENTS OF 1970 BEFORE THEY MOVED HERE  
ABOUT THE CAUSES OF THE ISLA VISTA RIOTS



**Angie Relic**

*Here only a year and one half*  
Of course I'd heard of the riots  
before I came here. Everybody  
has! It's just common knowledge  
about the '60s. It wouldn't ever  
happen again, though. This is the  
1980s.



**Robert Kim**

*Here 4 years.*  
I hadn't heard about the Bank being  
burned and the riots until I came  
here, and I don't really understand  
the reasons behind these things  
having happened.



**Gail Bacon**

*Lived in Isla Vista 4 years.*  
Sure, I heard about it before I  
came here, in fact first hand. My  
cousin was going to school here at  
the time, plus I now know the man  
who was in charge of the Bank  
during the time it was burned.



**Ted Siegel**

*A student with a history of  
activism here.*  
A lot of my activist friends in the  
Bay area told me about I.V. and the  
riots when I was considering  
coming here. These are different  
times now and different actions  
are required.



**Gordon Harsaghy**

*Lived in I.V. for 10 years, works  
at Borsodi's Coffee House.*  
I heard about the Bank as part of  
the '60s protest movement, but I  
didn't know that this was the place  
it happened until quite awhile  
after I moved here. I was involved  
in my own riots back East.



**Felicia Cousar**

*Lived in Isla Vista for three years.*  
I think burning down the Bank and  
the riots served their purpose. If  
they hadn't have happened, the  
UCSB Administration would never  
have created the Black Studies  
Program.



**Wanda Michalenko**

*Lived in Isla Vista for 20 years,  
works at UCSB and keeps the I.V.  
Community Federal Credit Union  
together.*  
I think that Halloween was much  
worse than the riots in terms of  
vandalism and intrusions on your  
personal rights. At least the riots  
had a social/political purpose;  
what's Halloween!?



**Lisa Liibbe**

*Lived here 4 years.*  
When I decided to move here, my  
brother filled me in about 1970.  
Since then, I've seen the movie and  
noticed the mural on the ceiling at  
Borsodi's. I think the spirit is  
still alive, though, and it needs to  
stay alive. Perhaps destruction  
isn't the answer, but a statement  
had to be made.



**Jim Potts**

*A seventeen year old highschool  
student who lives in University  
Village.*  
The riots happened before I was  
born, but I've heard all about it  
from my stepfather. He works at  
UCSB. He told me it was the bums  
who hang out in the park in I.V.  
who did it.



# REET TALK

PEOPLE IF THEY HAD HEARD ABOUT THE  
E THEY MOVED HERE AND WHAT THEY KNEW  
THE ISLA VISTA RIOTS.



**Jim McQueen**

*Lived in Isla Vista for 20 years. Owner of the Leather Guild (shoe repair & dry cleaning).*

I remember a funny incident a couple of weeks after the bank was trashed. About 20 people were breaking up the cement at the old car wash where the Alternative Copy Shop is now in order to make a garden with the owner looking on telling them where they could dig.



**Matt Daughters**

*Grew up in Santa Barbara, a student here for 4 years.*

I visited I.V. 2 days after the Bank was burned. The town was exciting, buzzing with a lot of cops and a lot of people with long hair. But for me, only 7 at the time, it was frightening. During highschool, I only came out to I.V. 2 or three times. But, once I moved in here for school, I have really enjoyed it. Until a month ago when I started getting ripped off so much that now I'm moving out.



**Scott Easley**

*Born in England, in Isla Vista for several years as a student.*

Before I came here, I asked a friend who was living here if there were any disasters, etc., here. He said that there weren't any earthquakes, but mentioned the riots and the Bank. I know a policeman who was on duty then and said a few radicals caused all the problems and they were driven out of town in a few months.



**Sonja Hatch**

*Lived in I. V. 4 years.*

I hadn't heard about the Bank until I got here and I saw the movie Don't Bank on Amerika. I think that the same point could have been made more positively. On the other hand, I don't like a lot of the policies of the Bank of America.



**John Sommers**

*Lived here for 15 years, leader in the Evangelical Orthodox Church in I.V.*

I first heard of the Bank when I lived in Chico heavily involved in the anti-war movement there. We weren't particularly impressed with it as a statement against the war.



**Lauren Warner**

*Lived in Isla Vista only a year and a half.*

I hadn't heard about the riots and the Bank until I arrived here, but I thought it was great when I heard about it. I wish we could do it again! At least recapture the same spirit of togetherness and community.

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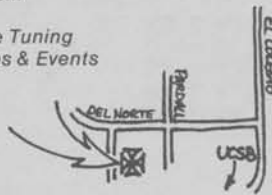
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area for the summer." Additionally, "The Bank of America's earlier offer of large rewards was felt by many to have probably produced false information." "Even the least radical of Isla

Vista's population angrily felt that the beleaguered community did not need this further difficulty, especially at a time when recently established projects were promising real success with Isla Vista's problems."



**POLICE ARRESTING PARTICIPANT IN I.V. III PERFECT PARK sit in.** Shortly after this, police moved in with tear gas to clear field at the top of the Embarcadero loop.

The major 'recently established project' was the birth of the Isla Vista Community Council (IVCC) which, for the first time, gave Isla Vistans at least an advisory vote into local governmental decisions.

So many of the 'least radicals' were fed up that on June 10th, there was a massive sit-in at Perfect Park, to protest the right to peaceful demonstration. Over 1,500 people participated and nearly 400 were eventually arrested in this action alone.

There had been cases of police abuse in the previous riots, but during I.V.3 police misconduct really became an issue due to the overzealous actions of, primarily, the Los Angeles Special Tactical Squad and other police who expanded their operations from the main downtown area to the residential portions of I.V. Delta Omega's President stated:

"The use of force just totally got out of hand. The students - even people like me - started to get a little hot about the approach that was taken."

One of those indicted, Walt Chesnavich, said: "Every day I would hear stories about what the L.A. Tactical Squad was doing the night before, kicking down doors and dragging people around...If the things they said about police brutality weren't true before the L.A. police came, it sure as hell was true after they came; it created its own riot."

As Chris Attwood put it: "I knew of people that were thrown off roofs, people that had to be hospitalized...the police came in...we couldn't leave our homes (due to curfew)-- they gassed our homes...You know, they'd march down the street, just hundreds of 'em, 40 at a time... It was war, that's basically what it was. It was our community against the police. What it did for this town, I think at least for several years, was one of the most incredible things I've ever seen. During this time, people were on the streets. Everyone had to depend on everyone else. There wasn't any other way to survive."



"LOS ANGELES SHERIFF'S OFFICE OUT OF I.V." was a sign on the Phi Sigma Kappa fraternity house on Cordoba at Embarcadero del Norte.

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## 17 YEARS OF BUILDING A COMMUNITY

Without question, the civil disturbances of 1970 were the spark that created a "community" in Isla Vista. All of the studies of that period conclude that it was an extraordinary combination of national and local events and circumstances that led to three intense waves of civil strife, one of which resulted in the burning of the local branch of the Bank of America. Violent demonstrations against the Vietnam War occurred in over 400 campus communities across America, but in no other community was such an outrageous step taken - to burn to the ground a bank, such an obvious symbol of the war.

There was, of course, a distinctly local flavor to the events of 1970. The major offshore oil spill of 1969 was still fresh in everyone's mind, as was the successful effort to block the UCSB Administration's plan to build a highway through the Goleta Slough to serve the campus. For months, the UCSB Administration and the Sheriff's Department had been harassing the Black Students' Union, and then the

Administration fired a popular, anti-war professor. Finally, the brutal over-reactions of law enforcement officials to what were widely seen as legitimate actions - first against war and injustice, and then in support of civil liberties - combined to create a pressure-cooker situation that erupted several times over six months.

But overwhelmingly, each study of that period comes back to the same major conclusion - that Isla Vista residents felt powerless to affect public policies either nationally or locally. They were perpetual victims of political and economic forces beyond their control. And the complicity of UCSB and the County in creating these circumstances was too painfully obvious.

Thus, it wasn't the riots that created a community out of Isla Vista, it was what happened in response to the riots as residents joined together to create and sustain organizations which insulated them from the harshest of outside political and economic forces.

First, residents came together

politically with the formation of the Isla Vista Community Council. At a time when County officials were actively resisting attempts by students to register at their campus address, more than 4,000 residents voted in the first IVCC elections held May 5, 1970. Only 3,400 residents were officially registered to vote at the time, but IVCC rules allowed any resident over 16 to vote for council members. The function of the Council then (and now) was to establish community consensus on important issues and to lobby for adoption of these policies by the empowered governmental bodies.

Secondly, while both the County and UCSB officials were vitriolic in their condemnation of the actions of individual demonstrators, the several studies done on the causes of the riots so unanimously criticized the roles played by both of them, that each began to respond quite positively to suggestions on how to ameliorate living conditions in Isla Vista. The County even placed a moratorium on more building in Isla Vista (although this wasn't such a concession because UCSB enrollment dropped almost 20 percent by the Fall of 1970), and the UC Regents allocated several hundred thousand dollars to assist in getting several community organizations off the ground. It was through such "Regents' Opportunity Funds" that the I.V. Medical Clinic, the Isla Vista Credit Union, and the Isla Vista Community Council obtained important seed money. Also, the Regents and the County jointly funded a "foot patrol" policing function, although the County's share came from a federal grant. Even the Bank of America threw in some

money toward the funding of an "Isla Vista Service Center" complex which would house many of Isla Vista's first community programs.

It was both the initiation of these community organizations and the support they received from local residents that created the basis of the "community" of Isla Vista. Suddenly, there was a whole group of community institutions attempting to relate to their basic needs, attempting to represent their opinions and aspirations. The Let Isla Vistans Eat



## Getting the Message to the People



THE ISLA VISTA COMMUNITY COUNCIL HAS BEEN RECOGNIZED AS A "MUNICIPAL ADVISORY COUNCIL" by the County of Santa Barbara. For several years in the mid-70s, the County funded an IVMAC newsletter. This R. Crumb cartoon was adapted by Mike Gold.

(LIVE) program begun in 1983 to feed hungry residents began in much the same way. Suddenly, Isla Vistans were no longer powerless... and the town hasn't been the same since.

These organizations began to create other options, such as IVCC's Planning Commission which developed and implemented the beginnings of a bikeway system and other auto-reduction programs and the Isla Vista Recreation and Part

cont. p. 14

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## AROUND TOWN

The parish of the EVANGELICAL ORTHODOX CHURCH in Isla Vista, 976 Embarcadero del Norte (across from Rexall Drugs) is changing the name of the church to the St. Anthanasius Church.

A recent SANTA BARBARA News-Press article states that the EOC was begun by former staff leaders of the Campus Crusade for Christ from the 1960s who left the organization out of the conviction that biblical evangelism must be tied to the church. EOC parishes are located in western and midwestern states and also in central Canada. There are a total of six Orthodox churches in southern California with which the EOC is directly related.

Besides their own building, the St. Anthanasius Church also owns "Perfect Park" at the top of the Embarcadero loop which was the sight of the most serious confrontations between police and residents during I.V. 3 (described elsewhere in this issue).

The Isla Vista Community Council has so far failed to follow-up on its recommendation that the University of California add three new campuses over the next few years in order to handle expected increases in students system. The matter has not yet been discussed by the Associated Students Leg. Council whose endorsement IVCC is seeking before they take the matter to state officials.

In a related matter, the UC publication FOCUS for the week of Feb. 2-6, 1987, quotes UC Regent Leo Lolligian of Fresno as suggesting that the Regents begin considering the addition of at least one new campus (in Fresno, of course).

"My Country invaded Nicaragua and all I have to show for it is this lousy T-Shirt!" T-Shirts are available now at BORSODI'S COFFEE HOUSE for \$9.95, or by writing Baseball Diplomacy, 12335 Santa Monica Blvd., Los Angeles 90025 (add \$2 for handling). All proceeds go to bringing baseball teams from Nicaragua and other Latin American countries to California.

Promoters are trying to arrange bringing the Nicaraguan national team here for an exhibition game during this next tour.

During the recent UC Regents meeting on campus, the ISLA VISTA FREE PRESS asked Regent Frank Hope how he voted on Assembly Speaker and Regent Willie Brown's divestment measure considered by the Regents in June, 1985. Hope was addressing a large crowd outside of the UCen Pavilion Room talking up his support for Affirmative Action. Hope stated that he had voted in FAVOR of divestment.

A check with State Assemblyman Jack O'Connell's office found that Hope had in fact voted AGAINST Brown's plan, but had voted in favor of a watered down plan offered by Governor Deukmajian a year later. Hope was appointed to the UC Regents by the Duke.

From page 2 of the Feb. 11th LOS ANGELES TIMES:

A Berkeley lawyer, fed up with late-night antics of his fraternity neighbors, has filed a \$1-million suit charging the Phi Gamma Delta house with serving alcohol to minors. Donald Driscoll, who lives on "fraternity row" near the University of California, said he filed the suit in Alameda County Superior Court because his complaints to Berkeley police and fraternity officials were ignored. Driscoll claims that the Phi Gamma Delta members, on a regular basis, played music loud into the morning, urinated outside his home and engaged in drunken basketball games in the street late at night.

There will be a free showing of THE ISLA VISTA SLIDE SHOW, a two-projector, 1-1/2 hour multi-media event at BORSODI'S COFFEE HOUSE, Thursday evening, Feb. 26th at 9:30 PM. The show stars Mick Jagger and the Isla Vista Tree and covers the 1970 riots in living color. About half of the show deals with community building efforts from 1970 through 1980.

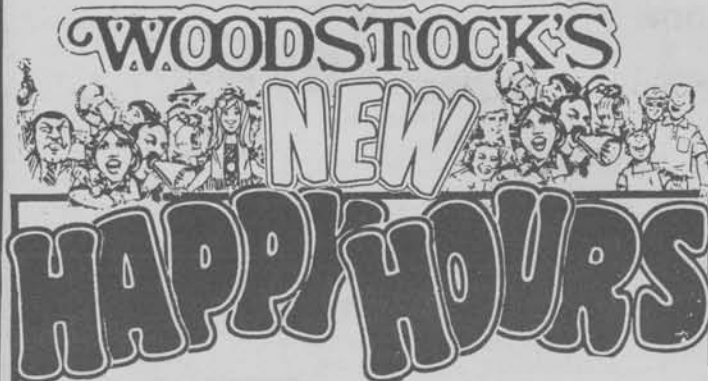


THERE WERE MORE POLICE THAN REGENTS AT THE RECENT UC REGENTS MEETING ON CAMPUS as the entire East end of the UCen, including the Pub, was closed down all day.

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# COMMISSION ON ISLA VISTA

In the Fall of 1970 the UC Regents ask UC sociologist Martin Trow look at I.V.

"...the local (UCSB) administration's attitude... (has been) that the improvement of Isla Vista's environment was a secondary importance in the long-range development of the campus."

"If there is one thread running through all of our deliberations and recommendations, it is that the University can no longer ignore, if it ever could, conditions under which the bulk of its students live and spend the greater part of their time while at the University. What goes on in Isla Vista is as central to the University's life and functions as what goes on in its laboratories and lecture rooms."

"...in our view, the county agencies currently serving Isla Vista have not met the demands of its present population adequately. During our initial visit to Isla Vista, we were struck by the apparent inadequacy of municipal services... major improvements must be made to supply a reasonable level of services."

"Perhaps the strongest need expressed by Isla Vista residents is the desire to have a voice in future decision-making concerning Isla Vista. This need is greatest in the area of government decisions."

## NATURE NOTES

by Martin Kellogg

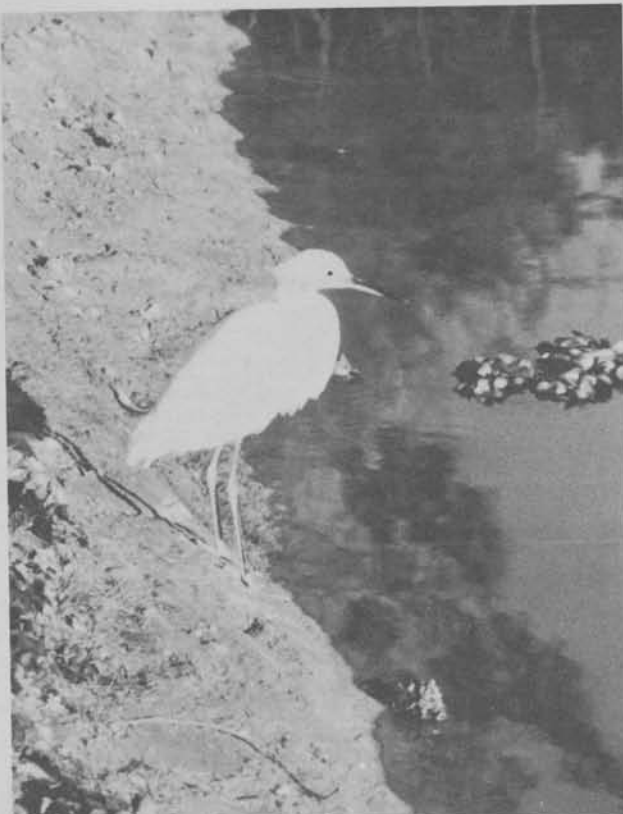
An apparent Bluebird was seen in Anisq'Oyo Park on 19 January; this is the first one this observer has seen in the Isla Vista area in 19 continuous years of residence here. However, back about the 1930s, the area of our little mesa and its immediate environs "was great bluebird country", in the words of Waldo Abbott, the retired S. B. Museum of Natural History Curator of Ornithology and Mammalogy, in a 1972 interview. And, the Bluebirds lived here year around.

Back then, this area was farm and pasture, able to provide the diet for which this bird is famous; about 80% of Western Bluebird food is terrestrial invertebrate, principally insect, and during breeding season this rises to virtually 100%. If we had enough food gardens in I.V., their insect life might attract back this being with shining cobalt, red-brown and white plumage, plus other insectivores in which our avifauna is presently depauperate.

A group of roughly 20 black dolphins was seen frolicking about 100-200 ft. off Goleta Beach on 23 January for some while, with much leaping nearly free of the water.

Looking straight north from here at the upper half of the mountains, one can see drifts of white in the chaparral. These are created by small white petals of Bigpod Ceanothus. They will have largely fallen in a couple of weeks.

Whales will be making there twice annual visit to Isla Vista in the next few weeks. They will be heading North toward Alaska from their breeding grounds in Mexico.



A Snowy Egret along the pond edge in Anisq'Oyo Park. It's there practically every day, fishing. The best times to find it are when it is feeding: the first two hours after sunrise and the last hour before sunset. (One may also see a Kingfisher and pair of Mallard there now.) It's about two feet tall, with immaculately white plumage, black beak and legs, and yellow feet which it shuffles to stir up food. It will probably leave us in May to breed, returning in August.

- photo by Rod Mackey

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from p. 11.

District. Other organizations sprang up, most resulting from a special committee of the IVCC -- the Youth Project, the Children's Center, the Fud Co-op, the Human Relations Center, and others. Several of these received initial financial support from both the Regents and the County.

These organizations eventually took on a life of their own. The IVCC secured a grant which allowed the Medical Clinic to purchase the Isla Vista Service Center

both the UC Administration and the County, especially on the issue of Isla Vista cityhood. In 1972, the Isla Vista Community Council (using County and UCSB funds) completed an exhaustive study of local governmental options facing this unincorporated community of 17,000 people (now about 18,500). This interesting and innovative report was entitled THE ISLA VISTA GOVERNMENT STUDY. Over 83 percent of the 4,000 plus residents who voted in the first plebiscite on local

Name of Institution	Date of Organization
Isla Vista Association	1967
Isla Vista Community Council	1970
Isla Vista Planning Commission	1970
Isla Vista Medical Clinic	1970
Isla Vista Youth Project	1970
Ecology Action	1970
Isla Vista Human Relations Center	1971
Isla Vista Community Federal Credit Union	1971
Isla Vista Physical Improvements	1972
Isla Vista Recreation and Park District	1972
Isla Vista Women's Center	1972
Helpline	1973
Isla Vista Community Theatre	1973
Isla Vista Children's Center	1973
Isla Vista Tenants' Union	1973
Isla Vista Fud Coop	1974

building. Isla Vista voters in 1975 passed a \$1,115,000 bond measure (ironically, the same amount of money that Tom Storke received when he sold his land to the Regents for what is now Storke campus) and the IV Recreation and Park District is now the biggest landowner in town. The Youth Project and Children's Center are now one organization, the Human Relations Center has moved to Goleta (but an offshoot, the Community Counseling Center remains), the Fud Co-op is still going strong, while the Credit Union still converts the savings of some residents into loans to others.

The Park District is the only official local government unit with taxing authority completely controlled by I.V. residents. It's five member Board of Directors is elected by the registered voters of I.V. (excluding campus and Francisco Torres residents) to staggered four year terms in Novembers of odd-numbered years.

There was even a strong Tenants' Union in Isla Vista for several years. However, the scramble for living space became too intense between 1974 and 1977 when UCSB expanded its enrollment from 12,000 to 16,000 while the total number of dwelling units remained the same (due to a moratorium on new construction enacted by Isla Vista and Goleta voters in 1972 due to a water shortage which continues even today). It's

government options selected independent cityhood for Isla Vista. Eight successive such advisory elections have -- most recently in November, 1986 -- have produced much the same results, although never so emphatically. But this next step in community development has been



opposed through the years by both the County and the UCSB Administration, who have combined their efforts to prevent this from coming to an official vote.

In 1984, the cityhood question and related issues led to a cut-off of funding to the IVCC from both the County and UCSB. The same year, the Regents ended their funding of all Isla Vista organizations and shifted the University's funding of the I.V. Foot Patrol from Administration sources to student registration fees for both the 11,000 UCSB students who live in Isla Vista (including campus) and the 7,000 who do not! On the other hand, the County still funds about \$80,000 per year to Isla Vista social service organizations and the Park District.

But, the bottom line is that Isla Vista is alive and well, and its community organizations are well into their second decade of development. While the composition of the population continues to evolve, residents are no longer powerless to affect our lives in Isla Vista, and it is unlikely that we ever will be again.

*This short history of Isla Vista's community building efforts since 1970 was written by Carmen Lodise.*

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pretty foolhardy to organize against your landlord when it's hard enough to find a place to live at all!

UCBS's enrollment level is over 18,000 today while the only significant additional new housing units in I.V. since 1972 have been the Santa Ynez Apartments on Storke Campus (which holds about 700 people).

Continued evolution eventually led the community back into conflict with



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### PERSONALS

Blue (and lonely) Great Dane wants new Master. Misses sunny parks and friendly faces of Isla Vista. License number 07338.

### HELP WANTED

**COLUMNIST** to cover Greeks for the *Isla Vista Free Press*. Weekly, bi-weekly, or monthly. Chatty, bulletin board for open events, promotion of Greek values and public fundraising events, promoting an understanding of Greeks in Isla Vista community. Good money paid to the right person. Call 968-8294.

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**HOUSE TRAILER.** 10 ft x 10 ft x 28 Electricity, plumbing, windows, paneling. \$4,000 OBO. Worth seeing. Call Lyn or Gordon at 968-5173.

## THE ISLA VISTA FREE PRESS

This is the fourth issue of what we hope will become a weekly newspaper in Isla Vista focusing on community issues.

Carmen Lodise, publisher

6659B Abrego - Isla Vista, CA 93117 - 805/968-8294

7,500 copies of this issue were printed. 5,000 were mailed to every household in Isla Vista, including student housing on Storke Campus. 2,250 copies were distributed mostly at the place of business of our advertisers.

**STAFF:** Rosemary Holmes (Copy Editor), Marc Evans (Offshore Oil), Martin Kellogg (Nature and History), Barry Dagestino (Movie Reviews), Mark Garcia and Rod Mackey (Photographers), Malcolm Gault-Williams (Contributor).

### DISPLAY ADVERTISING RATES

\$35 for 1/8th page

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NEXT ISSUE: Tuesday MARCH 10th.  
COPY DEADLINE: Friday March 6th.

Call 968-8294 to reserve space

fliX

Imagine working at night in a department store and having a mannequin come to life right before your eyes, what would you do? Fall madly in love with it of course. That is the answer provided by "Mannequin".

"Mannequin" is your typical fantasy love story in which two people from different worlds, with all odds against them, fall in love. Andrew McCarthy ("Class", "St. Elmo's Fire") is Jonathon, an aspiring artist who can't keep a job. We see him as he is creating the perfect mannequin. A few weeks later, he finds the mannequin in a store window. He then gets a job in the very same

### MANNEQUIN

Reviewed by  
Barry Dagestino

department store; that night while he is talking to the inanimate dummy, she becomes animate. As they are falling in love, the mannequin helps Jonathon achieve the position of vice-president. While all this is going on, a rival store is trying to find the store's secret. It all sounds like a bad dream, doesn't it? There's actually no point in going on because you can probably predict the rest.

All of the performances are forgettable except for possibly McCarthy who does add a sort of charm and intelligence to his character. The only other memorable character is

Hollywood, the store's homosexual window dresser. Hollywood has about half of the funny lines in the film (which total about 6) but he turns out to be just a bit too feminine. Even Kim Cattrall ("Porky's", "Police Academy") as Emma the mannequin is daffy. The worst character is Felix (G.W.Bailey) who plays the same idiotic policeman that he does in the *Police Academy* series and watching him is not only tedious but demeaning as well.

The film's script is probably its biggest flaw. To explain the

mannequin's presence we are given some inane story of a time-travelling woman from Egypt, circa 2015 BC, who is trying to find her place in time.

The sad thing about "Mannequin" is that it has good intentions. Even though most of it is not very good, you feel bad walking out on it. It has somewhat of a good idea and maybe if Walt Disney had tackled it 15 years ago it might have been a hit. The ad line reads, "When she comes to life anything can happen", unfortunately, nothing does!

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GRAFFITI ON BANK OF AMERICA IN BERKELEY on February 25th, 1980 -- the tenth anniversary of the Isla Vista bank burning.

## ISLA VISTA, 93117

-from the LOS ANGELES TIMES

"Brian Vaughn scored 23 points and hit 10 of 10 freethrows as UC Santa Barbara defeated Pacific, 87-54, in a Pacific Coast Athletic Association game Saturday in Goleta."

### IN GOLETA?!

Give us a break! UCSB isn't in Goleta, it's in Isla Vista!

Why is it so difficult for the printed media to use the name "Isla Vista"? For example, the SANTA BARBARA NEWS-PRESS has written over twenty articles about the new ARCO offshore oil project and has yet to mention ISLA VISTA in any of them. The new platforms are variously located off "Campus Point", or they are part of the "Coal Oil Point" preserve. But, hey! Platform Heron is straight out from Camino del Sur -- and that's Isla Vista.

Sometimes, a clerk when you're opening a checking account, or getting a library card, or a driver's license will arbitrarily change the "Isla Vista" you've written in to "Goleta." If you object to this, they'll immediately say, "Isla Vista isn't a city." (Boy, don't we know that!) But, Goleta isn't a city, either. So what?

In 1972, the Post Master General of the United States declared that Isla Vista is a proper mailing address. This has been confirmed many times since then, most recently in a letter to the FREE PRESS which said simply, "A check of our national five digit zip code directory indicates a listing for Isla Vista, CA. 93117."

Yet, just a few months ago, the NEWS-PRESS carried an article about one I.V. resident who had a big battle with the DMV about using "Isla Vista" on his new drivers license. After first refusing to accept I.V., the DMV latter agreed to issue a new license with it. The newspaper reporter (an ex-I.V. resident himself) seemed quite sympathetic with the problem and showed that Isla Vista, 93117 was definitely acceptable.

On the other hand, the NEWS-PRESS continues to use "Goleta" for all communications to Isla Vista addresses.

In 1972, in creating the Isla Vista Municipal Advisory Council, the County put all of UCSB in the boundaries of the IVMAC. And, the County passed a specific resolution approving I.V. as the proper name for this town.

Yet, when you receive your voter registration card back from the County Elections Office, the "Isla Vista" you put on it has been changed to "Goleta."

And, if you received this newspaper in your mailbox, you'll note on the address label it says "Goleta, CA 93117", not I.V. It seems as if the manufacturers of the labels got "Goleta" from the Post Office and, they say it is impossible to change it at this point.

But, be assured that Isla Vista is Isla Vista. And, the FREE PRESS is committed to working on a few of these glitches over the next few months. We'll report back any progress.



## THE PEOPLE, YES

by Carl Sandburg

*How and why the title of this 1936 poem became associated with the Isla Vista community building efforts of the early 1970s is still a mystery to me. But, once you read it, you'll understand its appropriateness. What follows are excerpts from a poem which runs over 140 pages; I hope I have done it justice.*

The people is Everyman, everybody.  
Everybody is you and me and all others.  
What everybody says is what we all say.  
And what is it we all say?

The people say and unsay,  
put up and tear down  
and put together again --  
a builder, wrecker, and builder again --  
this is the people.

In the people is the eternal child,  
The wandering gypsy, the pioneer homeseeker,  
The singer of home sweet home.

From the people the countries get their armies.  
By the people the armies are fed, clothed, armed.

They will be told when the next war is ready,  
The long wars and the short wars will come on the air,  
How many got killed and how the war ended  
And who got what and the price paid  
And how there were tombs for the Unknown Soldier,  
The boy nobody knows the name of,  
The boy whose great fame is that of the masses,  
The millions of names too many to write on a tomb,  
The heroes, the cannonfodder, the living targets,  
The mutilated and sacred dead,  
The people, yes.

And after the strife of war  
begins the strife of peace.

What the people learn out of lifting and hauling  
and waiting and losing and laughing  
Goes into a scroll, an almanac, a record folding  
and unfolding, and the music goes down and around:  
The story goes on and on, happens, forgets to happen,  
goes out and meets itself coming in, puts on disguises  
and drops them.

The people laugh, yes, the people laugh.  
They have to in order to live and survive under  
lying politicians, lying labor skates,  
lying racketeers of business, lying newspapers,  
lying ads.

The people laugh even at lies that cost them toil  
and bloody exactions.

For a long time the people may laugh, until  
a day comes when the laughter changes key and tone  
has something it didn't have.

Then there is a scurrying and a noise of discussion  
and an asking of the question  
what is it the people want.

Then there is the pretense of giving the people what  
they want, with jokers, trick clauses, delays  
and continuances, with lawyers and fixers,  
playboys and ventriloquists, bigtime promises.

Time goes by and the gains are small for the years  
go slow, the people go slow, yet the gains  
can be counted and the laughter of the people  
foretokening revolt carries fear to those who  
wonder how far it will go and where to block it.