



## Kriss Worthington

Councilmember, City of Berkeley, District 7  
 2180 Milvia Street, 5<sup>th</sup> Floor, Berkeley, CA 94704  
 PHONE 510-981-7170, FAX 510-981-7177  
 EMAIL [kworthington@ci.berkeley.ca.us](mailto:kworthington@ci.berkeley.ca.us)

### CONSENT CALENDAR

June 30, 2015

To: Honorable Mayor and Members of the City Council  
 From: Councilmember Kriss Worthington

Subject: Proclamation Honoring *Berkeley Barb* Celebration Day in Berkeley

### RECOMMENDATION

Adopt a proclamation that August 13, 2015 is *Berkeley Barb* Celebration Day in Berkeley in order to celebrate the revolutionary publication that represented the City's diverse and progressive community.

### BACKGROUND

The *Berkeley Barb* was an exceptional publication at the forefront of progressive politics and culture. It served as an underground voice for the people, and fostered support for a diverse panoply of issues, including the anti-war movement, struggles against racial oppression, sexual freedom, the women's rights movement, gay rights, the farmworkers' struggle, the psychedelic arts and drug culture, and environmental activism, to name a few.

The writers and artists that contributed to the *Barb* were prominent figures in the counterculture movement, and drew from the contentious politics of the day to create art and literature that questioned the status quo and challenged the notion of what was "politically correct." This resulted in a publication that was a bastion of independent thought and an influence for countless subsequent publications.

Recognizing the impact and legacy of this pioneering publication by designating August 13, 2015 as *Berkeley Barb* Celebration Day would allow the City to pay tribute to an important part of its cultural history. The City of Berkeley is known worldwide as a haven for free thought and countercultural ideas, and as something that encapsulates this rich character, the *Barb* deserves to be celebrated.

### FINANCIAL IMPLICATIONS

Minimal.

### CONTACT PERSON

Councilmember Kriss Worthington      510-981-7177

Attachment:

1. Proclamation Honoring *Berkeley Barb*

## ***Berkeley Barb* Day in Berkeley**

**WHEREAS**, the first issue of the *Berkeley Barb* was published by Max Scherr on August 13, 1965; and

**WHEREAS**, the *Berkeley Barb* was one of the first three tabloid weeklies that gave birth to the Underground Press; and

**WHEREAS**, as Morris Dickstein observed in his 1977 book, *Gates of Eden*: "The history of the sixties was written as much in the *Berkeley Barb* as in the *New York Times*"; and

**WHEREAS**, The *Berkeley Barb* became one of the five founding member of the Underground Press Syndicate (later known as the Alternative Press Syndicate), a national community of countercultural newspapers and magazines dedicated to free expression and social change; and

**WHEREAS**, the *Berkeley Barb*, in the course of 15 memorable years, documented -- and advanced -- social and political change with reporting that ranged from coverage of anti-war protests, police violence, and the rise of the Black Panther Party to sexual freedom, the women's rights movement, gay rights, the farmworkers' struggle, the psychedelic arts and drug culture, and environmental activism; and

**WHEREAS**, the *Berkeley Barb's* writers, photographers and graphic artists -- including staff and uncounted volunteers -- celebrated and amplified the cultural revolutions of the day with first-hand accounts of the Summer of Love, the battle for People's Park, Be-ins, sit-ins, and historic concerts -- from Altamont to the Fillmore Auditorium; and

**WHEREAS**, the *Berkeley Barb* introduced a revolutionary sex-and-drugs advice column by Eugene "Dr. Hip" Schoenfeld and promoted a new generation of comic strip artists including Joel Beck, R. Crumb, Bill Griffith, Trina Robbins, Spain Rodriguez, Gilbert Shelton, and Art Spiegelman; and

**WHEREAS**, in 1979, the *Berkeley Barb* formally abandoned the profitable but controversial practice of publishing sexually focused advertising and began offering the paper for free (a radical move that soon spread to other alternative publishers in the Bay Area and beyond); and

**WHEREAS**, the *Berkeley Barb*, having reached a peak sales of 93,000 copies in 1969 with a readership that spanned the world and became the last survivor of the Underground Press, ceasing publication on July 1, 1980; now

**THEREFORE BE IT RESOLVED**, that I, the City of Berkeley, in honor of the pioneering accomplishments of the *Berkeley Barb*, do hereby invite all Berkeleyans to join with me in celebrating this occasion by speaking out and acting up creatively and freely, and I do hereby proclaim August 13, 2015 as:

## **August 13, 2015 as Berkeley Barb Day in Berkeley**

---

Mayor Tom Bates

---

Councilmember Max Anderson

---

Councilmember Jesse Arreguin

---

Councilmember Laurie Capitelli

---

Councilmember Linda Maio

---

Councilmember Darryl Moore

---

Councilmember Susan Wengraf

---

Councilmember Kriss Worthington

---

Councilmember Lori Droste