

**New Program!**



**Without the right producers,  
these classic hits would  
have been giant flops!**



Paul McCartney didn't want strings on  
The Beatles' "Yesterday!"



Billy Joel's "Only The Good Die Young"  
was written as a reggae song!



"Wouldn't It Be Nice" by The Beach Boys  
was a snooze...until it got a crazy secret  
ingredient: Accordions!

## **THAT'S A SMASH!** **Great Producers of the '60s & '70s**

This is a fast-paced, multimedia program that profiles four of the most important record producers of the '60s and '70s: George Martin (The Beatles); Brian Wilson (The Beach Boys); Phil Ramone (Billy Joel); and Phil Spector (the Wall of Sound).

Sharing lots of rare audio, video clips, PowerPoint and in-the-studio anecdotes about many great songs, the program explores how creative producers made brilliant choices that influenced artists, their incredible albums and the musical tastes of an entire generation.

Providing context, *That's A Smash* quickly traces the history of the recording industry, from Edison's invention of the cylinder recorder to the pop legends of the Baby Boomer generation. Then audiences dive into the secret sounds hidden inside many time-tested favorites, including The Beatles' "Here Comes The Sun," The Ronettes' "Be My Baby" and Billy Joel's "Just The Way You Are." You'll never hear these classic pop songs the same way again!

Presenter Clive Young has covered the recording industry for 20 years at *Pro Sound News* and *Pro Audio Review*, where he is managing editor. He is the author of *Crank It Up* (Hal Leonard/Backbeat), which profiles more than 70 top sound engineers who have worked with everyone from The Rolling Stones to Beyoncé. Young has given more than 130 presentations on music and film at libraries, universities (UCLA, Hofstra), museums and conventions around the U.S.

**For more information:**  
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