

**‘THEY SAY IT’S YOUR BIRTHDAY’**  
***Sgt. Pepper’s Lonely Hearts Club Band* is 50 years old!**  
**The background, creation and songs of The Beatles’ 1967 revolutionary album.**

An illustrated lecture presented by Dulais Rhys, Ph.D

Known simply as *Sgt. Pepper*, some of the plaudits used to describe this groundbreaking album include: “unique ... seminal ... pioneering ... original ... revolutionary ...”

A year before *Sgt. Pepper* transformed the pop world, the Beach Boys had produced their own innovative album, *Pet Sounds*. During The Beatles 1966 – and final – US concert tour, the Fab Four had heard this stunning collection of songs and were inspired to create their own album.

By that time, The Beatles had had enough of touring: over 1400 performances worldwide, being constantly besieged, confined to hotel rooms, transported in armored trucks and playing more or less the same songs to screaming fans that made more noise than their instruments. It was time to move on: “We knew that we were not going to do this again. We were no longer on the buzz of fame and success.” (George Harrison)

Following their farewell concert in San Francisco on August 29, 1966, The Beatles took a break from public performance – and from each other – to contemplate their musical future.

Three months later, Paul McCartney suggested returning to the studio to record songs based on their childhood experiences in Liverpool. Fortunately for musical posterity, the other three Beatles members agreed and in November 1966, The Beatles withdrew to London’s EMI studios to start work on what would be a watershed album of iconic songs; opening with Paul’s rocking opening ‘Sgt. Pepper’s Lonely Hearts Club Band’ contrasting with Ringo’s soulful rendition of ‘With a Little Help From My Friends’, George’s Eastern-influenced ‘Within You Without You’ and closing with John’s enigmatic ‘A Day in the Life’.

Two other groundbreaking songs, ‘Strawberry Fields Forever’ and ‘Penny Lane’, were also earmarked for *Sgt. Pepper* but never made it onto the album - this presentation will reveal why.

Even the cover of *Sgt. Pepper* – like the music – is iconic and has its own fascinating history: 1960s pop artist, Peter Blake’s, cut-out tableau of famous people became the topic of discussion ... and trivia quiz ☺

The songs of The Beatles continue to stand the test of time and the group’s contribution to the history of 20<sup>th</sup> century popular music remains unprecedented and unchallenged. A new generation is now experiencing the quality, variety and longevity of Beatles music which makes **‘They Say It’s Your Birthday’ - *Sgt. Pepper’s Lonely Hearts Club Band* is 50 years old!** suitable for an audience of all ages and every level of musical appreciation and knowledge. Singing along is encouraged ☺

DURATION: c1 hour

FEE: \$275.00

EXPENSES: a contribution toward travel costs is appreciated

Please contact me for more information and thank you for your consideration.

Sincerely,

Dulais Rhys, Ph.D

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#### REFERENCES, REVIEWS and RECOMMENDATIONS

If you would like a critique and publicity material of my presentation, the named persons below have given their permission to be contacted:

- Burlingame Public Library, CA: Ms Linda Santo
- Las Vegas-Clark Co. Library District, NV: Ms Jennifer Weitz
- Lafayette County & Oxford Public Library, Oxford, MS: Mr Corey Vinson
- Lafayette Library & Learning Center, Lafayette, CA: Mr Chris Gray
- Livermore Public Library, CA: Mr Paul Sevilla
- Memphis Central Library, TN: Ms Maria DeBacco
- San Mateo Pubic Library, CA: Ms Addie Spanbock
- Stockton Public Library, CA: Mr Bill Walker and/or Mr Dennis Tucker

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*'That was an excellent presentation and I have indeed heard some great feedback, with suggestions that we have more like it.'*

Corey V.: Reference Librarian, Lafayette County & Oxford Public Library, Oxford, MS  
June 25, 2016

*'Wow! I learned a lot. ... What I appreciated about the lecture was that the presentation let the music speak for itself. What I mean is that the presentation was simple but packed with information. Also, Dulais Rhys is quite charming.'*

Margo W.: lecture audience member, Benjamin L. Hooks Central Library, Memphis, TN  
June 26, 2016

*'Dulais Rhys' recent lecture on the Beatles was extraordinary. The enthusiasm of the audience was palpable for weeks before the lecture actually took place and in the minutes before the event one could hear guests happily humming Beatles tunes in anticipation. Dr. Rhys' humorous discussion of Beatles musicology was happily interspersed with short and long samples of the music itself to the audience's delight. The collective singing, toe tapping, and dancing in the aisles made the program as a whole memorable. One often forgets how music – when heard and enjoyed in public – can enhance mood, energize, lower inhibitions, and encourage bonding. Our*

*audience certainly had a great time and Dr.Rhys' presentation encouraged their understanding of the how and why of the Beatles phenomenon.'*

Taryn E.: Member Relations and Marketing Specialist, Mechanics' Institute, San Francisco, CA  
March 5, 2015

*'Thank you so much for the delightful program you presented last night at the Merced Branch Library on The Beatles and Their Songs. The audience members loved it!'*

Elizabeth T.: Manager, Merced Branch Library, San Francisco, CA  
June 24, 2015

*'Thank you for such a wonderful presentation — my manager Seng and I agreed that our community fully enjoyed themselves! I think your style is unique in that you weave many cultural threads into your lecture, yet you keep it light and fun and have a gift for eliciting audience participation.'*

Chris G.: Adult & Teen Services Librarian, Danville Library, Contra Costa Country, CA  
June 25, 2015

*'Your lecture was great. I really enjoyed your exposing the musical structure of their songs, as did very many in the audience. That is, by the way, the largest Noontime lecture I've ever seen during the summer at the Club. And they were all so happy they'd come.'*

George H.: Chair of Humanities Program, The Commonwealth Club, San Francisco, CA  
August 19, 2014 (a recording of the lecture is available via its website)

*'Are you ready for these numbers??41 adults and 4 children attended the Beatles program tonight. We heard lots of positive feedback from those who attended. A few are going to attend the program again on Saturday at Agave. We left the door open so staff and the customers could enjoy the music. We heard one person at the computer singing along quietly. It was such a great program. I am still smiling.'*

Sabrena A.: Librarian, Yucca Library, Phoenix, AZ  
September 11, 2014 (to Kathy H. – see below)

*'The Library is very, very pleased with the high audience turnout, quality of your program and the very positive reaction from our customers. Thank you again for a job well done!'*

Kathy H., Adult Services Coordinator and lecture tour organizer, Phoenix Public Library, AZ  
September 16, 2014

*'I really enjoyed your lecture, especially that you concentrated on the musical forms n structures of their writing. Man...I'm right with you on all that. ... It's great to meet a fellow Beatle student...I stopped talking so I wouldn't answer all your quiz questions correctly.'*

John J.: lecture audience member, Rainbow Library, Las Vegas NV  
December 6, 2014

*'I'm writing to thank the library for sponsoring "The Beatles A Musical Revolution" presentation. I attended the presentation at the Desert Broom library yesterday morning. Dr. Rhys was a fabulous speaker. He was very knowledgeable and also very passionate about the subject. I found the presentation very interesting. Please pass along my thanks to Dr. Rhys and thank you also to the library for sponsoring the presentation.'*

Al K.: lecture audience member, Desert Broom Library, Phoenix AZ  
September 13, 2014 (to Kathy H. – see above)