

MARTIN LEWIS – ACROSS THE BEATLES UNIVERSE

SCHOLAR • PRODUCER • MARKETING STRATEGIST • CONSULTANT



Martin Lewis has worked with Paul McCartney on multiple projects over the decades. They are seen here at the private party for cast & crew that Lewis instigated & hosted on the exact 40th anniversary of the 1964 Beatles film “A Hard Day’s Night”. Lewis had recently produced the first deluxe two-disc DVD edition of the film & had been its worldwide Marketing Strategist. He’d also latterly been Associate Producer & Marketing Strategist for the first-ever DVD issue of the four Ed Sullivan Shows starring The Beatles. And he had just been engaged by McCartney as global Marketing Strategist for his new DVD.

Martin Lewis has also worked and socialized with Ringo Starr over the years. This image captures them during the exclusive interview Ringo gave Lewis for his critically-acclaimed 1995 documentary “Re-Meet The Beatles!” - written, hosted & produced by Lewis. Also featuring McCartney and George Martin et al. It was the only program made about the Beatles Anthology

As an enjoyable sidebar to the work in his polymathic career as a producer, humorist, writer and publicity & marketing strategist - Martin Lewis is also one of the world's leading Beatles scholars. With a 58-year history of involvement in Beatles-related projects as author, as producer of film, TV, video & radio productions, as marketing strategist, as music supervisor and as a consultant.

His Beatles-related work started in mid-1967 when - as a knowledgeable teenage fan offering his assistance - he was commissioned by Heinemann Editorial Director Roland Gant to compile the discography for their authorized biography by **Hunter Davies** (*The Beatles* – Heinemann 1968). He was only fourteen at the time.

Arising from his forensic research for the biography in the archives of Northern Songs/Dick James Music, EMI Records and Abbey Road Studios - he conceived a compilation album that would present the recordings of Lennon-McCartney compositions that they gave to artists in their social circle to premiere rather than release as Beatles recordings. The performers included **Cilla Black, Peter & Gordon, Billy J. Kramer & The Dakotas, Chris Barber, The Fourmost** and **P.J. Proby**. Lewis’ concept was accepted by EMI and released in 1970 by EMI's Music For Pleasure label as *The Stars Sing Lennon & McCartney* (MFP 5175). (At the time, he was just seventeen. You know what I mean...) The album was slightly reformatted and reissued in 1979 as *The Songs Lennon & McCartney Gave Away* (EMI-Nut 18).

In 2014 he became the historian chosen by **Encyclopedia Britannica** to write its first Special Report about the Beatles since 1964. His Beatles essay was also selected for inclusion in the special volume celebrating the 250th anniversary of Encyclopedia Britannica (2018) – one of only 300 articles chosen to reflect the entire 250 years of the encyclopedia.

He started his professional working career as a protégé of former Beatles publicist **Derek Taylor** - at WEA Records UK (Warner-Elektra-Atlantic) in the early 1970s. He reunited with Taylor in the mid-1990s when Taylor recruited Lewis to be US marketing strategist for several Beatles projects including their *Anthology* and *Live At The BBC* albums – and the *Anthology* TV series.

His multiple Beatles-related credits include producing and marketing the first deluxe two-disc DVD edition of their first film *A Hard Day's Night* (2002) – featuring five hours of new interviews and contextual content filmed by Lewis - and his acclaimed documentary *Things They Said Today*. He fulfilled the same functions for the DVD box-set of *The Beatles On Ed Sullivan* (2004). He was consultant and US marketing strategist for *The Beatles Anthology* (1995-1996), *Live At The BBC* (1994), the US theatrical reissue of *A Hard Day's Night* (2000), **Sir Paul McCartney's** *Music & Animation* DVD (2004), **Sir Paul McCartney's** *Rupert and the Frog Song* TV short (1986), **Sir Paul McCartney's** *The Real Buddy Holly Story* documentary (1986), **Sir George Martin's** *In My Life* album (1998), **Michael Lindsay-Hogg's** film *Two Of Us* (2000) [for which he was also Music Supervisor], **Julie Taymor's** Beatles-themed movie *Across The Universe* (2007) and **Sam Taylor-Wood's** John Lennon biopic *Nowhere Boy* (2010).

He has worked as producer-writer-host and/or consultant and/or publicity & marketing strategist on various film, TV, DVD, record, radio, and stage projects with **Sir Paul McCartney, Sir Ringo Starr, Yoko Ono, Sir George Martin, The Quarrymen** (since 1997), **Julian Lennon** and **The Rutles**.

His Beatles activism started several decades ago. Shortly after the murder of **John Lennon** in December 1980 he successfully proposed to the **Bishop of Liverpool, The Very Reverend David Sheppard**, that Lennon be honored by a Memorial Service in *Liverpool Cathedral*. The event was held as a Festival of Peace on 30th March 1981. John Lennon songs were sung by over 2,000 admirers.

In the 1990s he hosted and produced his own Beatles-themed talk show in Los Angeles (KGIL-AM Radio) - titled “*Un-Beatle-able*”! Among many high-profile Beatles admirers who conversed with Lewis about the Beatles on the show at his personal invitation were: **Mike Myers, Drew Barrymore, Martin Landau, Kathy Bates, Bill Maher, Tom Arnold, Lee Grant, Michael York, Lynn Redgrave, Michelle Phillips, Janeane Garofalo, Sid Caesar, Leonard Maltin, Arianna Huffington, Yoko Ono, Jeff Lynne, "Weird Al" Yankovic, Robin Leach** and **Slash**

In 1995, he instigated, wrote, hosted and produced the 60-minute TV special *Re-Meet The Beatles!* for the US cable network E! Entertainment Television – the only TV program made about the *Beatles Anthology*. The program was in formal consideration for Outstanding Informational Special in the 48th Annual Emmy Awards. His interviewees included: **Paul McCartney, Ringo Starr, Yoko Ono, Sir George Martin, Derek Taylor, Alistair Taylor, Tony Barrow, Ray Coleman, Walter Shenson, Jeff Lynne, Geoff Emerick, The Quarrymen, Johnny Depp** and **Robin Williams**.

In 1997, he co-produced the official 40th anniversary celebrations in Liverpool of the day in 1957 that John Lennon first met Paul McCartney – personally securing special messages for the event from **Sir Paul McCartney, Yoko Ono, US President Bill Clinton, UK Prime Minister Tony Blair** and **Her Majesty The Queen**.

In 2001 he was commissioned by CBS Radio to produce & host four special editions of L.A.'s iconic *Breakfast with the Beatles* radio show. Each of his themed specials focused on the Beatles in relation to a single topic - humor, film, politics and food. His special guests included **Yoko Ono, Michael Lindsay-Hogg, Bill Maher, Mike Myers, Neil Innes**. Because of his extensive worldwide work commitments he declined an offer to permanently host the weekly L.A.-based show. (He recommended that for the vision of the program that CBS expressed - the show would work fine if it was hosted by an enthusiastic Beatles fan with some local deejaying experience. CBS followed his suggestion)

In 2004, he instigated and produced *The Fab 40* - the 40th anniversary celebrations of The Beatles' first US visit - which included multiple events in New York City and Washington DC – including celebrations he hosted and produced at Lincoln Center, The Museum of TV & Radio (the Paley Center), The American Film Institute and the Hard Rock Cafe. Also in 2004, he instigated and hosted the private 40th anniversary cast & crew reunion in London of *A Hard Day's Night* - attended by **Sir Paul McCartney** and multiple others on the exact 40th anniversary of the film's World Premiere.

In 2008 he instigated and organized the US space agency NASA beaming the Beatles' song *Across The Universe* into deep outer space (with blessings from **Sir Paul McCartney** and **Yoko Ono**) on the 40th anniversary of that song being recorded. The event attracted worldwide media attention and plaudits from the Beatles' inner circle including **Sir George Martin** and from space aficionado and entrepreneur **Sir Richard Branson**.

In 2010 he instigated, produced and hosted multiple celebrations of John Lennon's 70th birthday - including the New York City benefit concert for Amnesty International on the exact anniversary starring many performers personally invited to appear by Lewis - including **The Quarrymen, Pete Seeger, Tom Paxton, Neil Innes, Earl Slick, Marshall Crenshaw, Tom Chapin, Mark Hudson, Garland Jeffreys**. He also instigated and curated *Nowhere Boy* a major photographic exhibition of childhood photos of John Lennon displayed at the Paley Center in New York.

He was chosen to be a key member of the producing team for the 2010 Kennedy Center Honors salute to **Sir Paul McCartney** - advising on musical repertoire, guest performers, presentation, and tributes to Sir Paul on film and in the event's official commemorative book. Musical guests Lewis worked directly with included **Dave Grohl, James Taylor, Gwen Stefani, Steven Tyler, Mavis Staples & Norah Jones**.

In 2014, he was invited to host and produce the major celebration of the 50th anniversary of the Beatles' first US visit at New York's 92nd Street Y. Guests he invited to appear on the panel he moderated included **Peter Asher, Donovan, Billy J. Kramer, Denny Laine** and **Freda Kelly**.

He was also a Senior Producer of CBS' official 50th anniversary celebration of the Beatles' first appearance on the *Ed Sullivan Show* – a live webcast that took place on the stage of the Ed Sullivan Theatre on the exact 50th anniversary at the exact same time of night. Among the guests he secured to speak on the panels he curated were: **Pattie Boyd, Peter Asher, Neil Innes, Nile Rodgers, Mick Jones** (Foreigner), **Felix Cavaliere** (The Rascals), **John Oates** (Hall & Oates) and “*Across The Universe*” film director **Julie Taymor**.

In 2019, he instigated, produced and hosted the first-ever retrospective of the films produced by **HandMade Films** - the boutique movie studio created by **George Harrison** - initially to finance the making of **Monty Python's “Life of Brian”**. The two-week salute took place in Los Angeles and included the US Premiere of “*An Accidental Studio: The Story of HandMade Films*”. Among the many high-profile individuals who accepted Lewis's personal invitation to attend the celebrations in Los Angeles of George Harrison's considerable contributions to the film world were **Pete Townshend, Tim Rice, Peter Asher, Kathy Bates**, Harrison's sister-in-law **Linda Arias**, Monty Python film producer **John Goldstone** and movie mogul **Mike Medavoy**.

In 2024, to commemorate the 60th anniversary of the Beatles' historic first concert at the Hollywood Bowl, he conceived, wrote, produced and presented *The Greatest Beatles Story NEVER Told* - a new TED Talk-style narrative telling the untold tale of how the Beatles beguiled America in 1964. It was staged on the exact 60th anniversary of the August 1964 concert - just four miles from the Hollywood Bowl - at the *The Philosophical Research Society*.

Lewis also used the occasion to salute the Beatles' manager **Brian Epstein** who Lewis regards as the under-sung hero of the Beatles' success. The event included the World Premiere of two curios relating to the Beatles' 1967 album “*Sgt. Pepper's Lonely Hearts Club Band*” and a special live performance of Beatles music played at the Hollywood Bowl by former **Wings** guitarist **Laurence Juber**.

He played a pivotal role in the 1998 re-publication of Beatles manager **Brian Epstein's** 1964 autobiography *A Cellarful Of Noise* by Rhino Rediscovery/Byron Preiss. He also secured and curated a new foreword for the book from his friend **Sir George Martin**. Lewis wrote the 25,000-word companion narrative for the new edition continuing the Epstein story from 1964 to his death and the aftermath. He also contributed a tribute to his mentor **Derek Taylor** who had been Epstein's co-author in 1964.

He initiated, created and continues to host the official Brian Epstein website (www.BrianEpstein.com). In 1998 he instigated and subsequently led the worldwide campaign to have Epstein inducted posthumously into the non-performers' section of the Rock And Roll Hall Of Fame – the Ahmet Ertegun Award. Lewis proselytized the case for Epstein's inclusion within the music industry, in the media and among the public. After sixteen long years, the campaign eventually succeeded and Epstein was finally inducted into the Hall of Fame in April 2014. Multiple media outlets – including the Los Angeles Times, USA Today and BBC – credited Lewis' crusade for the outcome.

In 1995, he instigated, wrote, hosted and produced the 60-minute TV special *Re-Meet The Beatles!* for the US cable network E! Entertainment Television – the only TV program made about the *Beatles Anthology*. The program was in formal consideration for Outstanding Informational Special in the 48th Annual Emmy Awards. His interviewees included: **Yoko Ono, Sir George Martin, Derek Taylor, Alistair Taylor, Walter Shenson, Jeff Lynne, The Quarrymen** and **Robin Williams**.

He has written extensively about the Beatles - both the group and the individual members - for multiple publications including: Encyclopedia Britannica, Time Magazine, Variety, Salon & the Huffington Post. He has appeared on multiple major US & UK TV & radio networks talking about the Beatles. Appearances include: NBC's *Today Show*, ABC's *Good Morning America*. CBS *Early Show/This Morning*, CBS *Evening News*, ABC *Evening News*, ABC *Nightline*, CNN, MSNBC, Fox News, BBC-TV, BBC-Radio, *Entertainment Tonight*, *Extra*, *Access Hollywood*, E! Entertainment TV.



Image from “*Re-Meet The Beatles!*” (1995)

THINKING OF LINKING!

Various links of Martin Lewis 'Talking Beatles' - on TV - on Stage - in Print

("Thinking of Linking" is the prescient title of a song written in 1958 by the 15-year-old Paul McCartney)

MONTAGE OF VARIOUS TV APPEARANCES

<https://youtu.be/6qaK9jyhPLo> (4 minutes)

1995 TV SPECIAL "RE-MEET THE BEATLES!"

Written, Hosted & Produced by Martin Lewis

<youtu.be/g7ZDf24ApGo> (45 minutes)

THE BEATLES 'TED TALK' GIVEN BY MARTIN LEWIS - AUGUST 2024

<https://www.martinlewis.com/TED> (90 minutes)

ESSAYS ABOUT THE BEATLES - BY MARTIN LEWIS

<https://www.predigitalmedia.com/Martin-Lewis---Essays-on-the-Beatles.pdf>

MARTIN LEWIS INTERVIEWED ABOUT THE BEATLES

SELECT PRINT ARTICLES

<https://www.predigitalmedia.com/Martin-Lewis---Beatles-interviews---Print.pdf>

SELECT TELEVISION APPEARANCES

- Launch of "Anthology" - 1995 (NBC "Today Show")

<https://www.youtube.com/watch?v=rvuYvzNk9Kk>

- Sgt. Pepper - 50th Anniversary - 2017 (KTTV)

<https://youtu.be/9nZywDwo6tM>

- The White Album - 50th Anniversary - 2018 (KTTV)

https://youtu.be/48Px55nVP_Y

- Brian Epstein - Induction into Rock & Roll Hall of Fame - 2014 (KTTV)

<https://youtu.be/sINrWU8xmIE>

- All You Need Is Love - 40th Anniversary - 2007 (CNN)

<https://youtu.be/NxBIjpGr4Dw>

- Premiering Ultra-Rare 1964 Footage of the Beatles - 2007 (KTTV)

https://youtu.be/pj4VE1A_Qc8

- John Lennon - 70th Anniversary of birth (MSNBC – 2010 "Morning Joe")

Part One - <http://tinyurl.com/2vgc749>

Part Two - <https://youtu.be/ejK9wSnwgJQ>

- John Lennon - 70th Anniversary of birth – 2010 (Fox News)

<https://youtu.be/NoB6PbnbxUg>

PEOPLE FROM ACROSS THE BEATLES UNIVERSE - INTERVIEWED BY MARTIN LEWIS

People interviewed by Lewis for various TV shows, for DVDs, for his own radio show, at symposiums, at film festivals and in numerous, intimate, one-on-one conversations at Beatles fan conventions

The Principals

Sir Paul McCartney, Sir Ringo Starr

Recording Engineers & Producers

Sir George Martin, Geoff Emerick, Norman Smith, Ken Scott, Alan Parsons, Mark Hudson

Industry Associates

Derek Taylor, Alistair Taylor, Tony Barrow, Andrew Loog Oldham, Tony Bramwell, Geoffrey Ellis, Chris O'Dell, Ken Mansfield, Pete Bennett, Freda Kelly, Gordon Millings, Alf Bicknell

Family & Partners

Cynthia Lennon, Julian Lennon, Yoko Ono, May Pang, Pattie Boyd, Louise Harrison, Angie McCartney, Ruth McCartney, Pauline Sutcliffe, Nancy Andrews.

Early Days (1945-1962)

The Quarrymen: Pete Shotton, Rod Davis, Len Garry, Colin Hanton, Eric Griffiths, John Duff Lowe. Others: Pete Best, Chas Newby, Tony Sheridan, Roy Young, Andy White.

Fellow Musicians (1960s - 1970s – 1980s)

Wings: Denny Laine, Laurence Juber, Denny Seiwell, Steve Holley, Henry McCullough.

The Rutles: Neil Innes, Eric Idle, John Halsey, Ricky Fataar

Others: Donovan, Billy Preston, Peter Asher, Gordon Waller, Harry Nilsson, Jeff Lynne, Jackie Lomax, Gerry Marsden, Billy J. Kramer, Peter Noone, Spencer Davis, Joey Molland, Neil Innes, Ronnie Spector, Doris Troy, Gary Wright, Micky Dolenz, Davy Jones, Chris Montez, Delbert McClinton, Robbie McIntosh, Hamish Stuart, Mark Rivera, Jim Horn, Earl Slick, Tom Scott, Gary Burr, Howie Casey, Greg Hawkes, Brett Hudson, Chad & Jeremy, Phoebe Snow, Terry Sylvester (The Hollies), Annie Haslam (Renaissance), Liberty DeVitto (Billy Joel drummer), Rex Fowler (Aztec Two Step), The Smithereens, Steven Van Zandt

Concert Promoters

Sid Bernstein, Sam Leach

Film World (Directors, Producers & Actors)

Richard Lester, Michael Lindsay-Hogg, Walter Shenson, Denis O'Dell, Albert Maysles, Al Brodax, Tony Palmer, Victor Spinetti, John Junkin, Anna Quayle, Lionel Blair, Jeremy Lloyd, Isla Blair, Kenneth Haigh, David Janson

Photographers & Artists

Klaus Voormann, Astrid Kirchherr, Jurgen Vollmer, Robert Freeman, Harry Benson, Bob Gruen, Paul Saltzman

Historians, Biographers & Authors

Barry Miles, Ray Coleman, Larry Kane, Al Aronowitz, Mark Lewisohn, Jon Wiener, Bruce Spizer

High-Profile Beatles Admirers

Bill Maher, Kathy Bates, Drew Barrymore, Martin Landau, Lee Grant, Mike Myers, Slash, Sid Caesar, Michael York, Lynn Redgrave, Michelle Phillips, Janeane Garofalo, Tom Arnold, Dinah Manoff, Robin Leach, Leonard Maltin, Arianna Huffington, Kato Kaelin, 'Weird Al' Yankovic, Alec Baldwin, Don Was, Alec Baldwin, Robin Williams, Dennis Franz, Johnny Depp, Sting



THE FULL STORY BEHIND THE ALBUM OF “THE SONGS THE BEATLES GAVE AWAY”
CONCEIVED & COMPILED IN 1968 BY 16-YEAR-OLD MARTIN LEWIS
RELEASED BY EMI IN 1970 – REISSUED BY EMI IN 1979

<https://www.predigitalmedia.com/Songs-that-The-Beatles-Gave-Away.pdf>

MARTIN LEWIS

PUBLICITY & MARKETING CAMPAIGNS FOR BEATLES-RELATED PROJECTS

- 1984 - Julian Lennon: "Valotte" album campaign - Charisma/Atlantic Records
- 1985 - Julian Lennon: "Stand By Me" home video campaign - MCA Home Video
- 1986 - Paul McCartney: Rupert and the Frog Song TV short - MPL/Disney Channel
- 1986 - Paul McCartney: "The Real Buddy Holly Story" documentary - MPL/Disney
- 1988 - "Imagine John Lennon" Theatrical film launch campaign - Andrew Solt/Warner Bros
- 1989 - “The Man Who Made the Beatles” Brian Epstein biography (Ray Coleman)
- 1993 - The Beatles "Live At The BBC" album launch campaign - Capitol Records
- 1995-1996 - "The Beatles Anthology" Three double CDs campaign - Capitol Records
- 1995-1996 - "The Beatles Anthology" TV Series - Capitol Records/ABC TV
- 1997 - 40th Anniversary celebration of first meeting of John & Paul - Personal Project
- 1997 - Launch of all-Beatles radio station - KGIL-AM Los Angeles
- 1998 - Sir George Martin: "In My Life" album campaign - George Martin & Universal Music Group
- 1998 - Re-publication of Brian Epstein's 1964 autobiography "A Cellarful Of Noise" - Rhino/Preiss
- 2000 - Michael Lindsay-Hogg film "Two Of Us" (2000) - VH1
- 2000 - "A Hard Day's Night" US theatrical reissue - Walter Shenson Films
- 2002 - "A Hard Day's Night" Deluxe DVD - Buena Visa Home Video
- 2004 - "The Beatles On Ed Sullivan" DVD Box-set - Sofa Entertainment
- 2004 - “The Beatles Are Coming” Book about first US visit - 498 Productions
- 2004 - "Fab 40 Day" - New York City - NYC Mayor's Office
- 2004 - Paul McCartney Music & Animation DVD - Paul McCartney/Buena Vista Home Video
- 2004 - "A Hard Day's Night" 40th Anniversary Cast & Crew Reunion - Personal Project
- 2004 - “The Fab 40” - 40th anniversary of the Beatles' first US visit
- Publicized & marketed multiple celebration events in New York City and DC
- A) Lincoln Center – NYC
- B) The Museum of TV & Radio (The Paley Center) – NYC
- C) The American Film Institute – Washington DC
- D) The Hard Rock Café – NYC – in association with Steven Van Zandt
- 2007 – “Across The Universe” film US theatrical premiere – Sony Pictures
- 2008 – “Across The Universe” DVD launch – Sony Pictures
- 2008 – “Across The Universe” Launch Event at NASA – Pasadena, CA
- 2010 - “Nowhere Boy" US Premiere - NYC (with Yoko Ono) - The Weinstein Company
- 2010 - “Nowhere Boy" L.A. Premiere - The Weinstein Company
- 2010 - "Nowhere Boy" US theatrical release - The Weinstein Company
- 2010 - "Nowhere Boy" Photographic Exhibition - The Paley Center NYC
- 2010 - "John Lennon Day" - Los Angeles - L.A. Mayor's Office
- 2010 - "Happy Birthday John!" US tour by The Quarrymen - The Quarrymen
- 2010 - "Happy Birthday John!" NYC all-star concert - Amnesty International
- 2010 - “This Boy: John Lennon in Liverpool' Photo Exhibit – Mr. Music Head Gallery L.A.
- 2010 - “Happy Birthday John!” Film Festival – The American Cinematheque L.A.
- 2010 - Paul McCartney Sequence of the 2010 Kennedy Center Honors - The Kennedy Center
- 2014 - 50th anniversary celebrations of the Beatles' first US visit - Personal Project
- A) 92nd Street Y Cultural Center NYC - Live All-Star Seminar - Live All-Star Seminar
- B) The Ed Sullivan Theater NYC - Live All-Star Seminar - CBS Interactive
- C) Strawberry Fields NYC – Children’s Choir Singing “All You Need Is Love” & “Imagine”
- D) The Fest For Beatles Fans – 3-day fan celebration in New York City
- 2019 - Celebration of George Harrison’s boutique movie studio HandMade Films - Mods & Rockers
- 1992-2014 – BeatleFest Fan Conventions New York, Los Angeles, Chicago, Las Vegas,
San Francisco, Boston, Orlando
- 2024 - Celebration of 60th anniversary of the Beatles’ historic first concert at the Hollywood Bowl
- The Philosophical Research Society