

The Deep End with Nick Michaels



A Trip to a Time When
Music Mattered

<http://www.thedeependwithnickmichaels.com/main.htm>

Nick Michaels “The Storyteller”

- His voice has appeared on over a billion dollars of paid advertising for a client list that reads like a who’s who of advertisers, Coca-Cola, Bristol-Myers Squibb, P&G, Kellogg’s, Gillette, Texaco, Toyota, among others. Nick was the voice of Excedrin for 12 years.
- He was the co creator and original host of NBC Television’s Friday Night Videos.
- His smooth narrations have graced over a dozen episodes of National Geographic Explorer.
- Nick is now connecting to audiences via his new radio shows The Deep End With Nick Michaels and Stories From The Deep End.

The Deep End With Nick Michaels

A Trip to a Time When Music Mattered



- There is no argument that the music of the late '60's and early 70's, what is most commonly called Classic Rock, is the most important music ever made to its listeners.
- Most of these baby boomers have had a life-long love affair with their music and it does not look like it is going to die down soon.
- Back before CD's and digital music most of those albums were listened to on stereo record players. All of those great albums contained an average of 10 to 12 songs per album. If you are old enough to remember, you will know that most people did not constantly lift and drop the needle onto their favorite album cuts. Every time you dropped the needle, you ran the risk of damaging the disk. Therefore most people put the needle down on an album side and let it play all the way through, thus becoming familiar with all the songs on the album.
- Most classic rock stations today will play only one or two songs from those albums leaving the majority of music on them unheard by their audience. When you hear these songs again it is like running into a dear old friend you haven't seen for 20 years. It is a treat. The reaction is almost always the same, a big smile.
- The Deep End is a radio program that not only gives voice to these great songs but also gives them context through the use of stories and interviews. This program takes you back to that time.
- Audiences respond to it the way you respond to running into that dear old friend. After a few minutes with that friend, it is as if no time has passed between you. The warmth of that feeling is what this show is all about.
- Don't think of it as an album of photographic memories, it's not, this show is a time machine that takes you back to the feeling of the times. Back to a time when music mattered.

Stories From The Deep End

- THE ARTISTS, THE MUSIC, THE STORIES
- **A Deeper Devotion**
- It was a time of free love, peace-signs, and brotherhood. A time of experimentation. Everything was being questioned. In this environment, music was changing. A serendipitous sequence of events created the perfect atmosphere for change in society and music.
- The music was articulating what we felt, but were unable to put into words. Music was the new currency of the social revolution.
- Stories From The Deep End takes you there.
- A two-minute, Monday to Friday, self-contained, feature with “brought to you by” available for your local sale.

The Deep End-Sample 1

- **Joni Mitchell**
- She swept out of the Canadian west like the winds that rake the entire continent. Hers was a different sound, like Van Morrison she used words as sounds, and what special words they were. Her music is tactile like her painting. Her need is to feel and isn't that the need of so many of us? Try an album like Blue. But first turn off the phone and lock the door. What you are about to experience is a very personal experience. Very few recordings deserve the title masterpiece, Blue is one of those.

The Deep End-Sample 2

- **Mad Dogs & Englishmen The Tour That Almost Killed Joe Cocker**
- Despite the muscle-man pose on the album cover, Joe Cocker was weak and tired when he flew into Los Angeles March 10, 1970. All he wants to do is sleep for a week, and then get up, eat some toast, and decide what to do for the upcoming summer, now that he has let the Grease Band go. The next day his manager flew in from New York to tell him they had negotiated a 56 day tour that included 48 cities and that it started next week. Joe told him that he had no band, and was too tired to do it. He informed Cocker that if he didn't perform, everyone, from the musician's union to the Immigration Department, would see to it that he never worked in The United States again. Poor Joe was in deep trouble. Leon Russell, hearing about his friend's plight, came to the rescue and put together a ten piece band and an eleven voice choir, made up of some of the best studio musicians Los Angeles had to offer. Instead of resting, Cocker began 4 days of massive, 12 hour rehearsals and then, got on a chartered airplane to begin the tour. He made it through, though he was hospitalized because of it. His performances are those of a man who has given everything he has to his audience. To this day it is one of the greatest live performance albums of all time.

Highlighted Affiliates

- Los Angeles, CA KSWD 100.3
- Chicago IL WDRV 97.1
- Milwaukee WI WKLH 96.5
- Raleigh NC WRVA 100.7
- Indianapolis IN WFBQ 94.7
- Salt Lake City UT KRSP 103.5
- Bellingham WA KISM 92.9
- Phoenix AZ KSLX 100.7
- Atlanta GA WZGC 92.9



Programming Options

■ The Deep End

- Monday through Friday 1 hour per day
- Weekend 4 Hours
- Weekend 2 Hours

■ Stories from the Deep End

- A two-minute, Monday to Friday, self-contained, feature with “brought to you by” available for your local sale.



Adam Wilbur

Vice President Affiliate Sales

(914) 610-4957

awilbur@compassmedianetworks.com