

Lamb & Lion:

A Boone for the Gospel Industry

■ A small gospel record label, founded in 1971 by Pat Boone, has grown to become one of Jesus music's most prominent labels.

Lamb & Lion Records, now listing more than seven artists, has expanded over the years to include all types of gospel music, ranging from traditional ballads, through contemporary Jesus music, to up-tempo songs with an inspirational theme.

Traditionally serving a small, religious-oriented market, Jesus music is now surfacing in secular circles, gaining wide popular acceptance.

"Secular labels had no faith or interest in Jesus music, believing there was no market," explains Pat Boone, "so I started Lamb & Lion Records as a direct channel for Jesus music, and now it's growing faster than I ever imagined."

Boone's personal involvement with every development of the label has ranged from selecting the artists, to directing the development of the company. This has all been very satisfying to him, but now he feels that through the artists' efforts, the label is gaining recognition in both the secular and Christian music industries, and the time has come when he can step back and let Lamb & Lion stand on its own merits.

Artists such as former country star Betty Jean Robinson are listed on the label's roster. Already widely known for her country music, Betty Jean's talents are undisputed, as artists such as Johnny Cash write warmly about her. Betty Jean's commitment to the Lord adds a special dimension to her songs.

Boone also takes pride in one of the groups, Dogwood, who record on the label. Rapidly gaining the attention of gospel music lovers everywhere, Dogwood maintains a solid grounding in their music and Christian faith. They remain in constant demand, recently performing at the CBA convention in Kansas City, Missouri and will appear on the 700 Club later this year.

Another artist who holds a long list of credits in the music industry is James Sundquist. His first album, "Freedom Flight," was meticulously produced with innovative arrangements and sound effects. His interest in gospel music, expanding from his deep interest in the Bible, forms the core of his music.

Boone's four talented daughters have also recently released "Glass Castle" on the Lamb and Lion label. The girls, who toured in the Orient with the Osmonds, re-



Pat and Shirley Boone

WNYG:

Gospel for New York Suburbs

■ WNYG gospel radio signed on the air in September of 1975. The station is a 1000 watt daytimer and its signal reaches about 3.7 million people in Nassau and Suffolk counties on Long Island, N.Y.

Although in a predominantly Catholic and Jewish market, WNYG has developed a large audience with its successful blend of national and local ministry programs and contemporary gospel music programming.

WNYG schedules all of its taped ministry programs before 1:00 P.M. From 1:00 P.M. until sign-off the station features gospel music. Program and music director Lloyd Parker hosts "The Contemporary Sounds of the Gospel" in the afternoons and it is the only gospel music program using a deejay format in the greater New York metropolitan area.

Parker plays a blend of MOR and contemporary gospel music, gradually increasing from MOR to gospel-rock during an afternoon.

Parker compiles a monthly playlist of "Top 30 Heavenbound Hits," based on local sales, requests and trade magazines. This chart is distributed to local gospel record stores and sent to most gospel trade magazines and gospel record companies.

WNYG works closely with local gospel concert promoters and schedules a record give-away whenever a gospel concert is planned. Parker has started his own non-profit gospel concert organization called Gospel Spectrum. WNYG and Gospel Spectrum jointly sponsored a concert in April, 1977 with the Speers and Rambos in the Hofstra University Playhouse in Uniondale. In June, Gospel Spectrum sponsored a concert with the Downings. Parker is in the process of scheduling Gospel Spectrum's 1978 concert series and has already booked Barry McGuire, Danny Taylor and John Michael Talbot.

Long Island seems to be virgin

ceived enthusiastic reviews.

Each Lamb & Lion artist has an individual talent and approach, and Boone appreciates the variety this brings to the label. However, a unique and personal message is expressed by all the artists, sharing God's love through their ministries.

The label's expansion has brought Doug Corbin, formerly with Warner/Curb Productions, to the Lamb & Lion executive staff. He was recently appointed vice president of the company. Corbin, who secured national airplay for records released on the Warner/Curb label, will concentrate on introducing the Lamb & Lion product into secular retail and broadcast markets nationwide.

"Contemporary gospel music is finally on the verge of being accepted in the secular market," Corbin stresses. "Because of this, we have a tremendous responsibility in seeing to it that the highest standards are maintained in the music we present."

When Boone started Lamb & Lion Records, he needed to use the "brick by brick" approach to build the label. Today, the company's strong foundation supports a wide variety of talent and is maintaining its image through the artists rather than relying solely on Boone's name. "I'm just another artist on the label now—and that's the way I want it," he states.

territory in gospel music. During the past few years the only gospel artists to visit the island on a regular basis were the Couriers from Harrisburg, Pa., the now-defunct Keystones from Buffalo, N.Y. and most recently the Bill Gaither Trio from Indiana. Except for an occasional concert with artists like Larry Norman, the Archers, Downings and Imperials, there was very little white gospel music for Long Islanders to experience. The acceptance of contemporary gospel music for Long Islanders has been great, especially since WNYG has been in existence. "The Contemporary Sounds of the Gospel" receives many requests, with 90 percent being contemporary in style. If the music is too traditional or southern, as was the case when WNYG first signed-on, it gets many negative comments.

WNYG programs an hour of soul gospel music just before sign-off, hosted by local black personalities.