



Jamie Buckingham

Robert Lamb quits news for evangelism

Former "rock music" promoter, Robert Paul Lamb has led two lives.

His first life was highlighted by newspaper public relations experiences and travels which brought him in personal contact with many of the top recording personalities in the drug-ridden world of rock music. These contacts ranged from the legendary rock-n-roll idol, Chuck Berry, to England's Herman's Hermits.

Lamb started his career in journalism with his hometown newspaper, the Macon Telegraph-News. Later he graduated from the University of Georgia with a degree in journalism and did additional work with several southern dailies, chasing fire engines and attending school board meetings. Straight reporting seemed dull so he branched out, owning and operating his own weekly newspaper and finally directing public relations activities within two major companies, the Marriott Corp. and RCA.

During this time Lamb began booking and promoting in the entertainment world. He started with "folk" bands in Macon, then moved into "rock music" and finally into "hard rock music." He even organized his own public relations and publicity company to sponsor rock music shows throughout the country.

As his fame grew, he began booking for such big name entertainers as The Beatles, Wilson Pickett, Sam and Dave, Joe Tex, The Beach Boys and others. He was a personal friend of such nationally known entertainers as Otis Redding, James Brown, Jackie Wilson, The Lettermen, Wayne Cochrane and Bobby Vee. He learned the inside story of the one-night stands, endless traveling and the dog-eat-dog life style of rock music entertainers, record producers and promoters.

Empty lives, he discovered, like vacuum bottles, fill themselves with whatever is near at hand. Robert Paul watched some of his closest associates grasping for happiness and reality, but reaching into the wrong areas. Most of these famous entertainers simply could not cope with the world they had created around them. They reached the top of the musical ladder only to find themselves "strung out" on drugs. And one by one they died. Janice Joplin, Jimi Hendrix and Jim Morrison of a group called The Doors, all died tragically within weeks of each other, victims of the world they created but could not control.

Then, five months ago, Robert Paul Lamb's world crumbled also. With all his hopes and dreams dashed on the rocks of failure, he found himself alone in a tiny room reaching for a book he had disregarded for 10 years — the Bible. Words leaped from its pages and became alive in his life. Robert Paul emerged from the rubble a different man. Life number two had begun.

A few days later he mentioned his new relationship with God to an old Negro lady who promptly laid hands on him and "prayed up a storm." Again something happened. This time Robert Paul heard a call from God to resign his public relations job and go out into the world, not as an entertainer, but an evangelist.

Following a "Jesus March" last Saturday afternoon in Vero Beach (in which a large number of kids carried a cross from the beach to the high school gym), Robert Paul will play his guitar, sing and share his story. Thousands of kids used to respond to Lamb promotion in shrieking and howling mobs. It will be interesting to see how they respond to the new Robert Paul.