Record Nr. UNINA9910818332903321 Autore Mungons Kevin <1963-> Titolo Homer Rodeheaver and the rise of the gospel music industry / / Kevin Mungons and Douglas Yeo [[electronic resource]] Urbana:,: University of Illinois Press,, 2021 Pubbl/distr/stampa **ISBN** 0-252-05274-9 Descrizione fisica 1 online resource (308 pages) Collana Music in American life Illinois scholarship online Disciplina 782.254092 Music publishers - United States Soggetti Musicians - United States Trombonists - United States **Evangelists - United States** Gospel music - History and criticism Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Also issued in print: 2021. Nota di bibliografia Includes bibliographical references and index. Prologue -- Southern Roots and Early Years -- Gospel Songs and Urban Nota di contenuto Revivalism -- Commercial Gospel Music -- New Technology to Promote an Old Story -- The Mission of Rainbow Records -- Spirituals and Minstrelsy -- Jim Crow Revivalism Meets the Klan -- Preserving and Exporting the Gospel Songs -- Falling Out of Step at the Close of an Era -- Epilogue. "It's Up to You, Rody, to Free Them". From tent revivals to radio and records with a gospel music innovator Sommario/riassunto Homer Rodeheaver merged evangelical hymns and African American spirituals with popular music to create a potent gospel style. Kevin Mungons and Douglas Yeo examine his enormous influence on gospel music against the backdrop of Christian music history and Rodeheaver's impact as a cultural and business figure.