

CREEM Magazine Joins NA Publishing's Music Magazine Archive: Rock

Saline, MI: Like the best of the rock music it reported on, it's gritty, it's edgy, it's scrappy, and it's contrary. That its roots are in Detroit (hometown to the best of the gritty, edgy, scrappy, and---yes---contrary) is completely fitting.

NA Publishing---headquartered just outside Ann Arbor, MI, and only 40 miles west of CREEM's original offices in Detroit's Cass Corridor---is thrilled to bring CREEM magazine to its **Music Magazine Archive: Rock** (MMA: Rock) digital collection. A collaborative project with Rock & Roll Hall of Fame Library & Archives, and Bowling Green State University (BGSU) Music Library and Sound Recordings Archives, MMA: Rock is the first in a series of late 20th century genre-based collections of music magazines.

Beginning in 1969, CREEM was published monthly for a continuous run of 20 years, enjoying a brief revival in the 1990s. At its peak, CREEM was second in circulation only to newsstand giant Rolling Stone, earning its reputation as the irreverent alternative rock journal. CREEM featured writers like the late Lester Bangs, Robert Christgau, Greil Marcus, Susan Whitall, Ben Edmonds, Jaan Uhelszki, Patti Smith, Cameron Crowe, Richard Meltzer, Dave Marsh (who was the first to coin the term "punk rock" in 1971), and many others.

CREEM is back in the spotlight with J.J. Kramer, son of founder Barry Kramer, launching a Kickstarter campaign to fund a documentary on the story of CREEM. Having lost his father at age 4, J.J. Kramer's journey both documents the story of an iconic magazine that harnessed the culture of dissent in the late 20th century and reveals to its author the story of his own father, CREEM's founder and publisher. Contribute to the "Boy Howdy! The Story of CREEM Magazine" here. "In many ways, CREEM was lightning in a bottle," noted Kramer, "the right people, the right place, the right time. Its passion, irreverence, and brutal honesty left an unforgettable mark on music journalism. **The Music Magazine Archive: Rock** digital collection is a fantastic way to preserve CREEM's storied legacy for generations to come."

Music Magazine Archive: Rock launched in June 2016 and is expected to complete in fall 2016. In its ongoing efforts to support and preserve alternative press, NA Publishing will contribute a portion of the proceeds from **Music Magazine Archive: Rock** to help fund a related open access project to digitize music zines.

For libraries interested in a demo, pricing and more information about other components of the Music Magazine Archive series, please contact sales@napubco.com.

About NA Publishing Inc.

NA Publishing, Inc. carries forward a legacy of preservation and access started more than 80 years ago. Committed to supporting libraries worldwide, NA Publishing specializes in comprehensive multi-format solutions for serials and research collection archiving. The company offers innovative serials management services, preservation, digital collections, custom publishing, and other services that enhance and ensure access to scholarly information. NA Publishing's primary customers are libraries, universities, faculty, students, graduate researchers and others who require access to quality content and information services. For more information visit our website at www.napubco.com or call 734-821-3900.

FOR IMMEDIATE RELEASE: 7/29/2016

###