

**NA Publishing announces the launch of the Music Magazine Digital Archive: Rock**

**Saline, MI:** NA Publishing has partnered with the Rock & Roll Hall of Fame Library & Archives, and Bowling Green State University (BGSU) Music Library and Sound Recordings Archives to create the first of a closed series of late 20th century genre-based collections of music magazines. Rarely collected, widely scattered, and rare, these magazines serve as a unique record of popular culture, music journalism, and social and political transition in the late twentieth century. Sourced from the Rock Hall Library and the BGSU Sound Recordings Archives, **Music Magazine Digital Archive: Rock** precedes collections on Folk, and on Hip-Hop & Rap, and will be followed by additional genre-based collections beginning in the late 20th century.

**Music Magazine Digital Archive: Rock** includes iconic titles like Ray Gun (1992-2000), The Bob (1980-1996), and Slash (1977-1980). The magazine collection will include 10-12 titles, all digitally captured from cover to cover in high resolution full color. Every page, including advertisements, will be scanned and OCR'd to provide a fully searchable collection of hard to find primary source material. A portion of the proceeds from **Music Magazine Digital Archive: Rock** will be contributed to help fund a related open access project to digitize music zines. Music magazines, especially those from the rock era, that focus on solo musicians, bands, songwriters, record companies, promoters and agents not only chronicle many facets of the music industry but also provide an authentic account of social change in the US and around the world. Rock music provided the soundtrack for an era of unprecedented cultural change and the magazines--- fueled by the music--- offer first hand commentary on government, politics, censorship, the sexual revolution, civil rights and other social movements. The voice of social dissent was often chronicled and captured in the pages of limited circulation rock magazines. NA publishing and our partners have selected a group of diverse titles to provide a rich view of the rock era as seen through the eyes of a new breed of music journalists and reporters.

Susannah Cleveland, Associate Professor and Head of the Music Library & Sound Recordings Archives at BGSU views the Rock Magazine Archive as “the embodiment of the world-altering intersection of the baby boomers with the establishment. Rock music magazines provide great insight into the ‘60s, ‘70s and ‘80s music scene while offering meaningful context for larger social and political unrest.” Andy Leach, Senior Director of the Rock Hall’s Library & Archives, agreed emphatically that “the value of the collection goes well beyond first person reporting and ‘music critic’ style opinion of the musicians and bands of the rock era. The music and the musicians both reflected and affected major social issues around the world. It is hard to draw a distinction between the organic evolution of social norms and rock music’s impact on challenging the status quo and accelerating what became a social revolution.”

“NA Publishing is delighted to be working in close partnership with the BGSU and Rock Hall libraries to provide access to these elusive, and important publications,” said Jeff Moyer, Founder of Reveal Digital and partner in NA Publishing. “The development of the Music Magazine Digital Archive is by itself an important addition to the digital corpora available to libraries. At a strategic level, the concept of using a portion of the product’s proceeds to help fund development of an open access music zine collection is also a really exciting and innovative idea we are eager to test. We hope this approach will not only prove successful for music zines but will also become a model other organizations use to make valuable cultural heritage material freely available to everyone.”

**Music Magazine Digital Archive: Rock** is expected to launch by the end of June 2016, targeting September 2016 as a completion date for the project. To request a demo, pricing and more information about other components of the Music Magazine Digital Archive closed series, please contact [sales@napubco.com](mailto: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 [napubco.com](http://napubco.com) or call 734-821-3900.

### **About Rock & Roll Hall of Fame Library & Archives**

The Rock & Roll Hall of Fame Museum Library & Archives is the most comprehensive repository of materials relating to the history of rock and roll. Its mission is to collect, preserve, and provide access to these resources for scholars, educators, students, journalists, and the general public in order to broaden awareness and understanding of rock and roll, its roots, and its impact on our society.

### **About Bowling Green State University (BGSU) Music Library and Sound Recordings Archives**

The Music Library and Sound Recordings Archives support curriculum in Music, Popular Culture, and American Culture Studies. With almost a million recordings, the Sound Recordings Archives represents the largest collection of popular music recordings in an academic library in North America. Its collections also include books, scores, and video formats covering music studies from multiple angles.

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