

"I Need That Record!"

"I Need That Record!" is a DVD for music store lovers. The cover's subtitle reads: "The Death (or Possible Survival) of the Independent Record Store." This is more knowledge on our vanishing subculture. The trailer reads, Director Brendan Toller examines the roles that emerging digital media, greedy record executives, manufactured music icons, and media consolidation have played in the downfall of the American independent record store. In the past decade, more than 3,000 indie record stores across the country have closed their doors. Is there anything that can be done to reverse this disheartening trend, and ensure that music lovers have an alternative to the big-box stores when they set out to make their latest purchase? I Need That Record includes commentary by Sonic Youth's Thurston Moore, Dischord Records' Ian MacKaye, the Black Keys' Pat Carney, Of Montreal guitarist BP Helium, author Legs McNeil, and outspoken author/activist Noam Chomsky. The DVD tells how the troubling music industry is having an affect on independent record stores like our OZ Music. This film is very well done, logical, detailed and honest. They drive home a fact that I don't think the general public realizes: Big Box retailers selling popular titles as loss leaders, overpriced titles from major labels, the rise of legal, corporate influence on rock radio and illegal online music distribution and big labels run by businessmen with no interest in or knowledge of popular music. The DVD tells of the casualties caused by the condition. We see store owners during and after they close their businesses; musicians that are being forced to find a new way; interviews with fellow music store lovers (junkies); they tell of meeting friends and the losing of an art form (album covers). This is a DVD made by music store lovers for music store lovers. The times they are a changing.

