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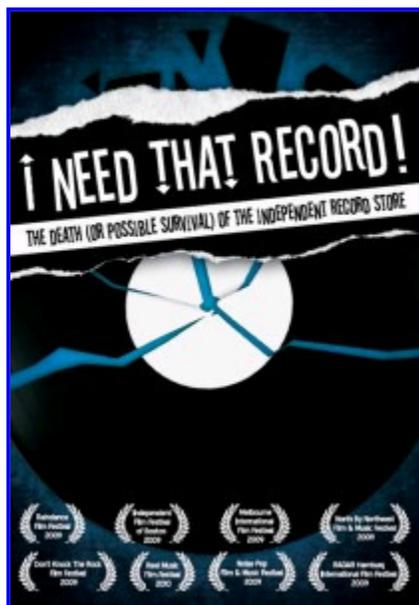


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Thu, Jun 3 2010 | Published in [Film and DVD](#)

DVD Review: I Need That Record: The Death (Or Possible Survival) of the Independent Record Store

By: [ND McCray](#)



I Need That Record: The Death (Or Possible Survival) of the Independent

Record Store
(MVD Visual)



I Need That Record is essentially a study [and elegy] of the independent record store – the treasure trove of music. The place where I’ve always heard is like the barber shop of the music industry. A place where music nerds (like myself), record junkies, DJs, producers; the young, the old, the rich and the poor righteous teachers come together to discuss, debate and share the transformative power of song.

I Need That Record is also a crash-course into the world of mass communication: there’s information about radio (payola), television (MTV), downloading as well as the shifting of technology in music over the last several decades. One thing for sure, you’ll definitely be entertained by amazing statistics, brutally honest shop owners and patrons with plenty of recording artists to back it all up.

Did you know that even with the advent of mp3s and downloads that big-box music retailers such as *Wal-mart*, *Best Buy*, and *Target* still represent 65 percent of music sold in America? Neither did I.

Furthermore, larger retailers only carry a few thousand music titles, even though 30,000 albums are released each year; whereas most record stores carry at least 10,000 titles alone, along with avant garde art, posters and wildly creative books. In my opinion I don’t think the point of the documentary is to discredit major retailers, but to simply pass along the facts to the consumer who may in turn get an epiphany and realize: way more music awaits them at their local record store (and at ridiculously low prices too).

All in all, *I Need That Record* drives home the fact that we need to continuously support our local independent record stores, wherever they may be. *I Need That Record: The Death (Or Possible Survival) of the Independent Record Store* is out on DVD now. For more info, please visit:

http://www.ineedthatrecord.com/Site/I_Need_That_Record_on_DVD.html

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About ND McCray

ND McCray is a Houston-bred, Brooklyn-based music writer and blogger who frequently contributes to Nu-Soul Magazine, QuietColor.com and most recently, UrbanBridgez.com. She also lives for three things in this life: Music, Food and Prince!

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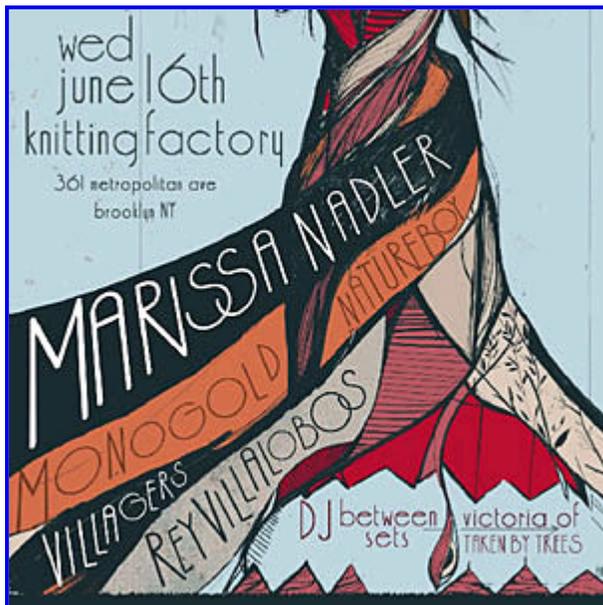
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- **Featured**



[The Daily Shortlist June 10](#)

Location: Midtown West, NYC
Theater: American Idiot
Show time: See website for performance schedule
Venue: St. James Theater
Food: Yoshinoya Beef Bowl
Drink: Rudy's Bar and Grill
Miscellaneous: [...]



[The Daily Shortlist June 9](#)

Location: Prospect Park, Brooklyn

Band: The Morgues

Show time: 8 PM

Venue: Littlefield Gallery

Food: El Viejo Yayo

Drink: Buttermilk Bar

Miscellaneous: The Chocolate [...]



[The Daily Shortlist June 8](#)

Location: Williamsburg, Brooklyn

Band: Les Claypool

Show time: 8 PM

Venue: Brooklyn Bowl

Food: Blue Ribbon

Drink: Brooklyn Bowl

Miscellaneous: Bowling at Brooklyn Bowl

Undeniably one of rock music's [...]



[The Daily Shortlist June 7](#)

Location: Midtown West, NYC

Talk: John Waters

Show time: 7 PM

Venue: The New York Public Library: Humanities and Social Sciences Library

Food: Empanada Mama

Drink: Circus

Miscellaneous: [...]



[The Weekend Shortlist June 4 to 6](#)

Friday June 4
Location: Union Square, NYC
Band: JFK
Show time: 8 PM
Venue: Webster Hall
Food: Momofuku
Drink: The Village Pourhouse
Miscellaneous: Sundaes and Cones
One half of MSTRKRFT, [...]

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