



**Brendan Toller**  
**I NEED THAT RECORD!**  
**Unsatisfied Films/  
 MVD Visual**

www.brendantoller.com

**I NEED THAT RECORD! THE DEATH (OR POSSIBLE SURVIVAL) OF THE INDEPENDENT RECORD STORE** is the eye-opening documentary about the music business that was directed, written, and edited by Brendan Toller. **I NEED THAT RECORD!** was shot with such care and understanding that you can actually smell and taste the musty quality to the air as the camera ambles through the cluttered aisles

of the various "mom and pop" record shops depicted throughout the film.

"The film idea had been germinating in my brain for some time . . . around 2006," Brendan began. "At that time, no one had really made sense of what had happened to the music industry post Napster and the boy/girl band superstar marketing explosion. Then record store closures started happening all over the U.S. and every article would place sole

www.ineedthatrecord.com





**I NEED THAT RECORD!** still: Malcolm Tent of Trash Am Style

today, serve as potential venues. The internet provides the ability to obtain music, but certainly lacks a face-to-face social experience and sense of community that a good indie store offers."

blame on the shift to digital music. Of course the digital music is and was an incredible new way to obtain and search for music, but the press just wasn't looking into other important factors like ever-growing corporate greed, media consolidation leading to a corporate take-over of commercial radio, the rise in CD prices, and big box stores."

Toller went on to relate how he would frequent one store called Record Express and how important that place was to him socially. "Every time I went into Record Express, I'd run into new people who were like-minded. So many stores were the breeding grounds for bands like the Replacements, Stooges, Guided By Voices, and labels like Rhino Records, Twin Tone, and some of them, especially

"In the summer of 2006, when my friend and producer Jeff Slocum called me up and broke the news that Record Express was closing, right then and there I knew it was time to get my camera and do something about it."

And he did. **I NEED THAT RECORD!** doesn't pull any punches. Brendan dives right in, stating facts, listing figures, making the viewer aware of everything that's going on in the music business. Toller dug up evidence of payola as recently as JLo and Good Charlotte! He cited the (already forgotten) concerns from a few years back when a major label placed harmful viruses on their CDs to help ensure they were not copied. There is so much information packed into this documentary that it could and should be essential viewing for any



curriculum involving the music business.

Yet for all the startling data presented within the footage, the aspect that provides the most impact is Brendan never forgets how this affects the individual. This story is told by regular people, most of whom have just lost not only their job, but had to abandon their life's passion. This quality makes the documentary moving and meaningful on a personal level, the viewer feels involved in these people's lives and cares about what has happened or is happening to them.

"I had a list of people that I thought would be good to contact," Toller stated. "It's surprising how many actually appear in the film."

As for which specific record stores on which to place the focus of the film, Brendan was familiar with many local shops, but when he decided to take his interviews on the road and travel across the country, he found "many, many great stores listed on [www.thinkindie.com](http://www.thinkindie.com) which was started by a coalition of music stores."

Brendan is, himself, a guitar player. He has played since he was nine years old. "They called me the 'virtch' for guitar virtuoso at Hampshire College," he noted. "I had kind of a joke band in college called Thurstin For More. You can't find a link to the music now, but all our songs were about beer. We started it hoping to get sued by Thurston Moore who plays noise



**I NEED THAT RECORD!** still: Encore Records, Ann Arbor Michigan

shows around Hampshire. No luck thus far. Maybe one day we'll play a show."

When asked about his musical tastes, Toller responded, "In no particular order: Drive-By Truckers, Replacements, Guided By Voices, Derek & The Dominos, Rolling Stones, Faces, Brian Eno, Iggy Pop, Stooges, Velvet Underground, Patti Smith, and MC5."

**I NEED THAT RECORD!** is an in-depth look at not only the business of music, but the culture. To accurately portray everything he desired took a great deal of time and money. And there's a chance that had Brendan not been in the place he was, he might not have had the money to complete the project. "Fortunately this was my thesis film at Hampshire College, so government loans were making sure that I had a roof over my head, he revealed.

"I have plenty of rock n roll doc./ movie ideas and a great enthusiastic investor would certainly be helpful," Toller continued.

"Regardless, I'm still doing my work, but have my fingers crossed.

When asked what his next film would be, Brendan replied, "A collagic portrait on music industry hellraiser/tastemaker Danny Fields with rock writer Justin Skrakowski. Danny is responsible for helping bring The Doors, Velvet Underground, Stooges, MC5, Nico, David Peel, Ramones, Modern Lover, and that 'bigger than Jesus' John Lennon quote to our consciousness."

If his **I NEED THAT RECORD!** is any indication, Toller's next project will be insightful, riveting, meaningful and relevant. For more information on Brendan and his work, visit:

[www.ineedthatrecord.com](http://www.ineedthatrecord.com)  
[www.brendantoller.com](http://www.brendantoller.com)



**I NEED THAT RECORD!** still: Mystery Train Amherst, MA