

ELECTRIC FETUS

Keith Covart



Store Bio:

Everything about the store is unique, right down to its name. Although singled out by authors and critics as having one of the "worst names for a business ever heard," *Bazaar* magazine also deemed Electric Fetus as "one of the best places in America to shop." From an extensive inventory that features great music, cool clothing and unique gifts to an impressive in-store visit roster that includes the likes of Patti Smith and Charlie Daniels, Electric Fetus continues to grow and prosper while still maintaining its old downhome charm.

Owner Bio:

I opened Electric Fetus with my former partners Dan Foley, Ron Korsh and Roger Emalie in 1968. Since I spent most of my disposable income on music back then, I figured it was a great way to get my records wholesale. I've been fortunate to have many great employees over the years and have gained some very loyal customers.

Favorite Record:

Bob Dylan *Highway 61 Revisited*.

Favorite Artist:

Bob Dylan.

Best In-Store Performance:

Patti Smith in the '70s.



Keith Covart with Patti Smith

Most Memorable In-Store (that didn't go as planned):

The most embarrassing one was when we had over 300 people here for Redman, and he didn't show up. To quell the crowd we gave everyone in attendance a free copy of Redman's *Doc's Da Name 2000*. To their credit Island Def Jam did reimburse us for the CD's we gave away.

Favorite In Store Promotion:

About two years ago, Larry Graham (of Sly And The Family Stone fame) performed with Prince's band. The performance was broadcasted over Prince's Website. The store was totally packed and Larry had people dancing in the aisles. It was named the Twin City's "Concert Of The Year" by City Pages.

CIMS Membership Impact:

It gave us more national visibility. That's the main thing. It helped us to promote music we might not otherwise have got advertising and promotional materials for. ☞



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Formats Sold: CD, DVD, cassette, video and vinyl
Best Selling Musical Genres: All genres
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