

# **“New” Kids on the Block?**

Does everyone remember this boy band from the 80's? I remember them well because being a young preteen girl at the height of their popularity meant that their marketing was pointed directly my way. I went to 3 of their concerts, had my bedroom wallpapered in New Kids posters, and had everything from tapes (for younger readers – that's what we played music on in those days), buttons, t-shirts, books, magazines, and stickers to trading cards, shoelaces, and even a Joey McIntire doll. Yes, it was ridiculous and more than a little embarrassing. But girls will be girls, and the group had a clean-cut, boy band image, so my parents willingly obliged my fanfare.

You may have heard that the band has reunited. Yes, I'm serious, and yes, I'm talking about now, in 2008, when the members of the group are over the age of 30 and some are pushing 40. Why now, you ask? Probably because pop culture has a way of recycling itself. They often resurrect fads decades later when people who were kids at the time of the fad can now enjoy them again as adults (now that they have their own money to spend) and share them with their own kids. They did this with a number of fads from the '80's – My Little Pony, Cabbage Patch Kids, Strawberry Shortcake, Transformers, Star Wars, Indiana Jones, and now, The New Kids on the Block. What perplexes me most of all about this whole thing, is that they didn't change the group at all. They are out there, singing the same songs they sang as teens and early twenty somethings, about dating girls and “Hangin' Tough”. They are attempting to perform the same dance moves they made popular decades ago, and results are not pretty. I was one of the biggest fans of the group way back when, and now I say they're terrible. I don't like the music anymore (it was of a genre they used to call bubblegum pop – and it's definitely the type of music you grow out of), they sound terrible singing it, the

lyrics are ridiculous, if not downright creepy, coming from near-middle-aged men, and the dance moves are horrible. They are actually going to tour this (circus) act come fall.

So why now? Why do we need an updated version of New Kids on the Block? Actually that's not even right. There's nothing updated about this group except their ages. Everything else is EXACTLY the same! An updated version would be better musically and probably make a whole lot more sense. There's what I talked about earlier – the fad revival tactic. I guess that's why they did it. But I find it amazing that they found enough people who thought this was such a good idea that they made it happen – including the 5 original members of the group. Some have gone on to mildly successful movie or solo music careers. Some have raised families. But how someone got all 5 to agree to resurrect the New Kids on the Block circa 1991 is astounding.

If you don't believe me about how terrible they are or if you just like to watch train wrecks in action, check this out. Help me figure out who looks more ridiculous – the group or the fans. This video is part one of three, but you'll only want to see the first part, if that, trust me: