



EPISODE 2 SCRIPT DRAFT

THE BOY BAND BREAKDOWN – TAYLOR SNIFFEN

Audio

Video

Intro music	Intro animation
<p>What's up everyone, I'm your host Taylor Sniffen and welcome back to "The Boy Band Breakdown". In this 3-part YouTube series we're going back in time to the start of boy bands and tracking their evolution over the past few years as well as the emotional psychology behind these bands and the massive emotional effect they have on their fans. If you haven't already checked out my first video on the origins of boy band culture check that out now so you can be up to speed on the overall timeline. Like I've said before I'm basically using this YouTube series to figure out why when I see a video of Harry Styles I want to burst into tears.</p> <p>So, if you're a music lover, a boy band lover, a history buff or you just want to have a good time. Stick with me as we continue to dissect one of the most controversial types of music.</p> <p>In this episode we'll be taking a look at what many people consider the pinnacle of boy bands, the 90's. We're looking at the constant chart toppers, NSYNC, The Back Street Boys, New Kids on the Block, <u>Boyz</u> to Men and so many more and how their news style of dancing and dressing the same took the music industry by storm.</p>	<p>Fade into Taylor at the desk for her intro</p>
<p>The late 80's kicked off the largest craze in boy bands, when New Kids <u>On</u> the Block, busted into the industry with their first self-titled album in 1986. Some of their most popular songs include, "You Got It" and "Step by Step".</p>	<p>Animated timeline starting in the late 90's showing new Kids.</p> <p>Cut to B-roll of New Kids.</p>



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From there tightly choreographed dances, metallic jump suits, white denim, and over large face mics took over.

In the early 90's boy bands like Boys to Men and 98 Degrees were popular, but then Lou Pearlman, one of the biggest managers and also most controversial people, created not 1, not 2, but 3 wildly successful boybands, including Back Street Boys, with hits like Back Streets Back and I Want It That Way, NSYNC with hits like Bye, Bye Bye and It's Gonna Be Me and the slightly lesser famous boy band O-Town, which was created in the early 2000's. At this point in time the boy band hype was beginning to die down and bands who played their own instruments and were in more of a punk rock genre were taking over like, Blink 182, Green Day and Good Charlette.

Of course, the hysteria that came with these bands was incredible. Girls fawned over their favorite member of each, they learned all the dances and create their entire wardrobe to match their favorite boy band. Most people think that these bands have some of the most recognizable songs and even though they were criticized often for not being real musicians and weren't taken too seriously.

90's boy band super fan Kevin Higgins has a lot to say about the popularity of the songs and the way the bands were specifically marketed.

Cut to Interview with Kevin.

As Kevin had mentioned the marketing of these boy bands played a huge role in their success but not only were they singing love songs to young girls, but they were also pinned against each

Cut pictures together of each thing, I'm saying.

Cut back to animated timeline, showing how all of these boy bands came around at the same time.

Cut in with B roll of each band.

Cut video and pictures of girls absolutely losing it.

Cut to Interview with Kevin.

Clip from the Lou Pearlman documentary.



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other to create fake rivalries in order to stir up more drama.

On the other hand, though, marketing has also been a huge reason that these songs are still so prominent in today's society.

The NSYNC meme that resurfaces at the end of April every year to announce the upcoming month "It's Gonna Be May" keeps the song "It's Gonna Be Me". As well as the popular comedy show "Brooklyn 99" parodying the Back Street Boys song "I Want It that Way" during a police lineup, updates the song and brings it into mainstream for younger generations.

Even today when these bands make appearances together or go on revival tours, fully grown mothers now will through any amount of money at to get a ticket. It's crazy, but it shows just how impactful these bands were for over a decade.

It doesn't matter if you're a fan of the bands or not, you know when "Bye Bye Bye" comes on in the store your boppin your head along to it! I want to take this chance to thank everyone who commented on the last video. I'd love to know what you all think about this episode, so leave a comment below with which 90's boy band you think should be crowned #1! And, if you're a huge fan of this era of music, I want to hear, what you loved and what you think I could have covered further. Because you can never learn too much about boy bands!

That's all the time we have on this episode, check out the final episode in this series where we look at the British boy band invasion of 2010 and today's hottest boy bands. We also continue the argument of what is truly considered a boy band in today's media. Thank you to Kevin for the interview and thanks to you guys for watching. I hope you enjoyed, and I'll see you on the next "Boy Band Breakdown"!

Video

Animated graphic of all the boy band merchandise over the years.

Cut to these specific mems and clip from Brooklyn 99.

Cut to clips of the New Kids on the Block and Back Street Boy Reunion tour.
JT and NSYNC coming together for VMA opening.

Cut to Outro with Taylor at the desk.