

Let's be honest: the music video is not what it used to be. It's still a good medium to express creativity and see what artists and directors can add to the song. But with the advent of new technology such as satellite radio, the iPod, and the fact that music channels that actually play music videos aren't available in every market, it's hard to see a video by your favorite artist.

Still, the format exists and while one of the more popular concepts for a rock song is a simple performance piece, sometimes they can be tedious and boring. Yet they can also be invigorating and energetic, like The Charms' "The Wish Song" video.

What's most striking about "The Wish Song" video is its look: a tiny club setting with the band washed in a sea of bright green light. Not only does the band appear immersed in the song, but the look of the video fits the song perfectly. Most impressive is the sexy blonde lead singer, Ellie Vee, who recalls early Debbie Harry of Blondie. The way the camera writhes around the band members and moves up and down the instruments heightens the enjoyment of the song. An especially cool moment is when the guitar player begins his solo and the camera zooms out from the fret board to reveal the player truly becoming one with the rock star mystique.

Some complain that the performance piece is boring and unoriginal. What they fail to realize is that sometimes a performance clip is all you need in rock and roll and Director Mark Constance proves that with this cool and sultry clip.