

= Grammy Award for Best Concept Music Video =

The Grammy Award for Best Concept Music Video was an award that was presented to recording artists at the 30th Grammy Awards in 1988 , and the 31st Grammy Awards in 1989 , for quality , concept music videos . The Grammy Awards ( Grammys ) is an annual ceremony that was established in 1958 and was originally called the Gramophone Awards ; awards are presented by the National Academy of Recording Arts and Sciences of the United States to " honor artistic achievement , technical proficiency and overall excellence in the recording industry , without regard to album sales or chart position " .

Beginning in 1982 , the Academy began to honor quality music videos with the Video of the Year category , which was discontinued with the establishment of the MTV Video Music Awards in 1984 and was replaced with two awards ; Best Video , Short Form and Best Video Album . Criteria changes for the 1988 and 1989 ceremonies resulted in the Best Concept Music Video award being presented alongside the award for Best Performance Music Video . Best Concept Music Video award recipients were the English rock band Genesis for " Land of Confusion " and the American singer " Weird Al " Yankovic for " Fat " . The Academy returned to the previous format in 1990 , though the categories are now known as Best Short Form Music Video and Best Long Form Music Video .

= = Background = =

The National Academy of Recording Arts and Sciences began to honor quality music videos with the Grammy Award for Video of the Year category in 1982 . The first two award recipients were former member of The Monkees Michael Nesmith for the hour @-@ long video Elephant Parts ( also known as Michael Nesmith in Elephant Parts ) and Olivia Newton @-@ John for Olivia Physical . The Video of the Year category was discontinued in 1984 when MTV established the MTV Video Music Awards whose top award is also presented for Video of the Year . For the 26th Grammy Awards the Academy replaced the category with awards for Best Video , Short Form , and Best Video Album . For the awards held in 1988 and 1989 , the criteria changed and awards for the categories Best Concept Music Video , and Best Performance Music Video were presented . The Academy returned to the previous format in 1990 , though the categories were renamed Best Music Video , Short Form , and Best Music Video , Long Form . In 1998 , the categories were retitled Best Short Form Music Video , and Best Long Form Music Video , respectively .

= = Recipients = =

For the 30th Grammy Awards ( 1988 ) , Best Concept Music Video nominees included0 David Bowie for " Day @-@ In Day @-@ Out " , Kate Bush for The Whole Story , the English rock band Genesis for " Land of Confusion " , David Lee Roth for David Lee Roth , and Janet Jackson for Control ? The Videos Part II . The music video for Bowie 's " Day @-@ In Day @-@ Out " , directed by Julien Temple , included " offending " scenes such as a man urinating on Ronald Reagan 's Hollywood Walk of Fame star , which was edited out for television broadcast . Bush 's " imaginative " video sampler accompanies her greatest hits album of the same name and includes music videos for songs throughout her career to that point . The music video for " Land of Confusion " , a song included on the band 's 1986 album Invisible Touch , contained Spitting Image puppets of Ronald Reagan , Margaret Thatcher and other notable individuals . David Lee Roth 's self @-@ titled video consisted of promotional clips created for his debut solo EP Crazy from the Heat and album Eat ' Em and Smile . Jackson 's video collection , which was certified gold in the United States , contained six promotional videos recorded for singles from her album Control . Awards were presented to members of Genesis ( Tony Banks , Phil Collins , and Mike Rutherford ) as the performing artists , Jim Yukich and John Lloyd as the video directors , and Jon Blair as the video producer .

Nominees for the 31st Grammy Awards were the Hampton String Quartet for " Get a Job " , George Harrison for " When We Was Fab " , the American rock band Talking Heads for Storytelling Giant , "

Weird Al " Yankovic for " Fat " , and Neil Young for " This Note 's for You " . " Get a Job " , a song recorded originally by the American group The Silhouettes , appears on the Hampton String Quartet 's album What If Mozart Wrote " Roll Over Beethoven " , a collection of 1950s R & B and pop music songs performed in the styles of Beethoven , Debussy , Mozart , and other composers . " When We Was Fab " , a song from the album Cloud Nine , is constructed from quotations written when The Beatles were at the height of their fame and features Harrison playing a sitar . The music video shows Elton John dressed as a walrus , a reference to the 1967 song " I Am the Walrus " . Storytelling Giants is a collection of Talking Heads ' music videos and additional material linking them together . Two of the nominated music videos had connections to Michael Jackson ; " Fat " is a parody of Jackson 's song " Bad " , and the video for " This Note 's for You " depicts a Jackson look @-@ alike 's hair catching fire ; a parody of an incident that occurred during a shoot for a Pepsi television advertisement in 1984 . In the " Fat " video , Yankovic becomes a " grossly overweight guy " through the use of cosmetics and special effects , and leads a group of overweight people on a parade . The award was presented to Yankovic as the performing artist , along with Jay Levey as the video director and Susan Zwerman as the video producer .