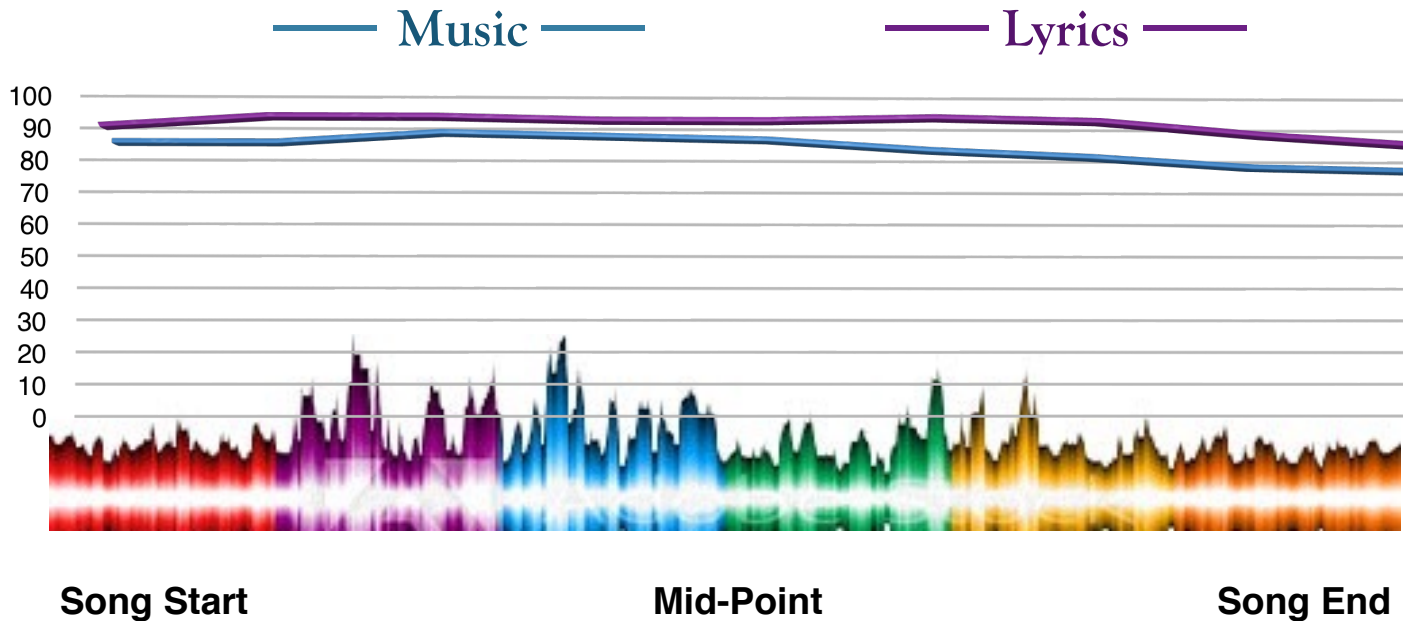


The Last To Know

Written By: Jon Hemingway

Attention Tracker



The “Attention Tracker” is a visual tool depicting how successful your song is at both grabbing and keeping the attention of your listener. One of the main components of a great song is its ability to catch your listener’s attention immediately and hold their interest throughout the entirety of the work.

Having higher scores in the middle of the song equates to the likeliness of the listener remaining engaged and not moving on to other songs. Having a high score near the end of the song equates to the likeliness of the listener wanting to hear more and playing the song multiple times.

Scores between 1- 25 illustrate which section of your song is not grabbing the interest of the listener. Staying below 25 for too long may result in losing a listener’s desire to completely listen to your whole song. Scores ranging from 75 - 100 show that your song is engaging at specified sections and more likely to maintain your listener’s interest.

Catchiness

Catchiness is how easy it is for one to remember a song, tune, lyric, phrasing, etc... It is often taken into account when writing songs, Alternatively, it can be defined as how difficult it is for one to forget it. A catchy song is a memorable song.

Music



Lyrics



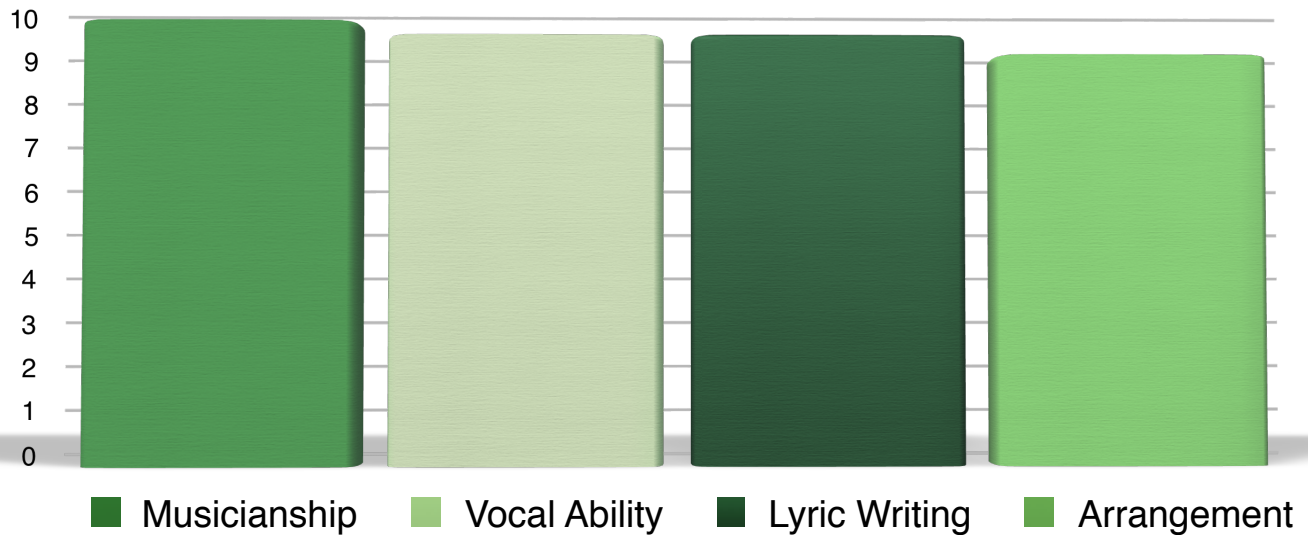
Melodies



Vocal Phrasing



Technical Evaluation



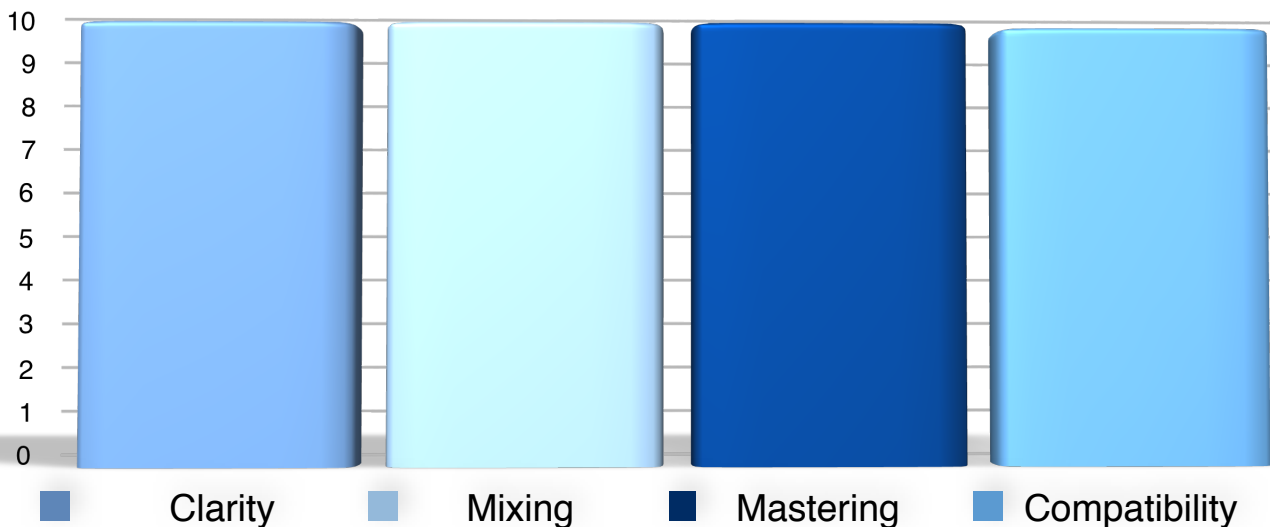
Musicianship: The musician's performance considering timing, technique, style and overall ability to play the song professionally.

Vocal Ability: The singer's performance considering timing, technique, staying in tune, tone quality, range, articulation and overall ability to sing at a professional level.

Lyric Writing: Ability to convey a message in a meaningful way by expressive word selection, flow of ideas and phrasing.

Arrangement: The effectiveness of bringing various sections of a song together to create a unified and coherent work.

Production Quality



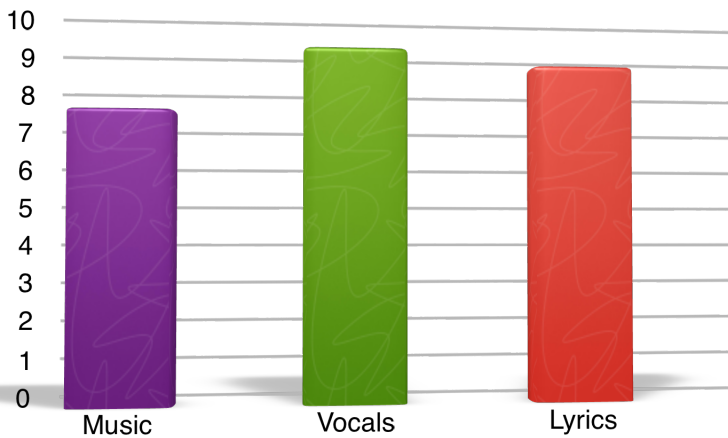
Clarity: The distinction, quality and purity of the individually recorded tracks.

Mixing: The combining of individual tracks through volume, panning, compression, effects, dynamics, frequencies etc... that place each track into it's sonic space.

Mastering: The polishing of a song's combined tracks with attention to EQ, normalization, compression and limiting.

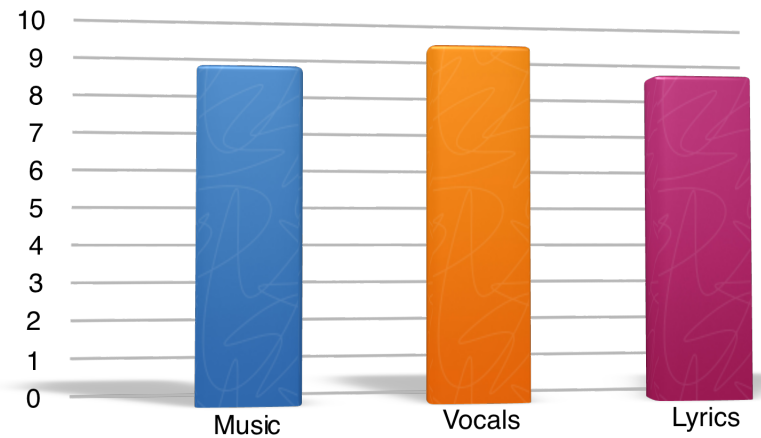
Compatibility: The degree to which the production fits the song's style. (Example: A folk song's mix may suffer if it is mixed like a hip-hop song that relies more on low-end bass and more distinction from the kick drum and snare.)

Marketability & Commercial Viability



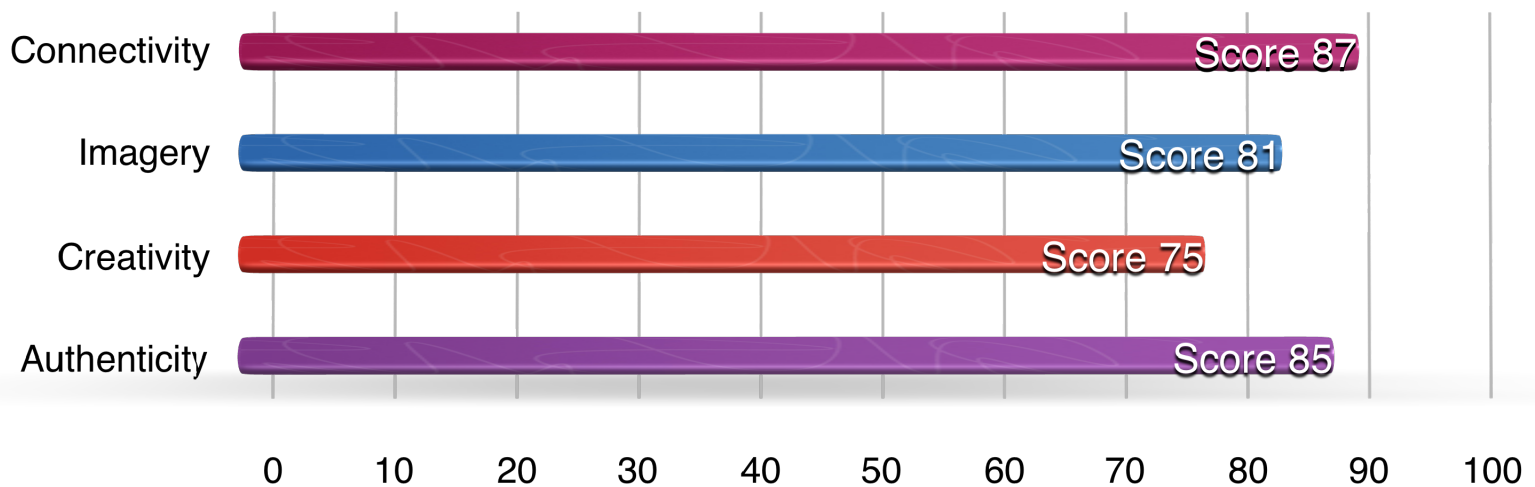
The extent to which a song and performance is compatible with current music trends while having the ability to be competitive among modern hit songs from the same genre.

Emotional Affect & Effective Delivery



The song's ability to engage and evoke an emotional response within the listener while allowing them to not only "hear" the song but to "experience" the feelings that the song conveys.

Songwriting Essentials



Connectivity: The song's ability to easily connect with the listener through subject matter and descriptive lyrics that can be commonly related to by others.

Imagery: The degree to which the song allows the listener to visualize the song and see its storyline unfolding in their mind.

Creativity: The uniqueness and originality of the song.

Authenticity: The degree to which the song comes across as believable, honest and/or sincere.

Commentary

This song captures the listener's affections immediately with its impressive production and the music's overall groove. The line about the "rumor mill" creates anticipation to see where the song's story line is going. The vocal phrasing is well thought out including the section "who do you, tell them to" which really adds character while helping the listener stay engaged.

The music complicates the melodies well as it leaves room for the lyrics to breathe. The chorus is very catchy, polished sounding and the weaving melodies with "the last to know" is a great hook! The only thing you might want to be mindful of as a "radio release" is that the song is a bit lengthy. I naturally feel the song ending at around 3:18 as far as the "commercial space" goes. The additional minute of the song feels much more like an "album version" opposed to a "radio release".

My biggest concern about the song is that it might sound a bit dated as compared to current market pop trends. It has every element of a "hit song" however the keyboard sound selections remind me more of a retro work. While having a retro "feel" to a song is growing in popularity, those current songs usually have more modern elements, tones and/or textures that are incorporated with the older style (i.e. modern keyboard and bass tone selection, modern beat, etc.....).

The male vocals sound sincere, professional and the singer's tone quality fits well with the song. He has a very commercially marketable voice. The hook is very catchy and the overall recording is clean and well engineered.