

***Billboard Magazine reviews of Mark's song  
"Every Man For Himself", as recorded by Country Star Neal McCoy.***



BILLBOARD Reviews & Previews

September 2, 2000

NEAL McCOY

24-7-365

PRODUCERS: Ed Seay, John Hobbs

Giant 24748

Neal McCoy has survived and sometimes thrived when many haven't, largely on the strength of a fine voice, a likable manner, and energetic live performances. At the same time, much of his material has been plagued by glossy arrangements that are alternately sing-songy and syrupy -as well as plagued by trite, contrived, and too-cute lyrics. This time out, "Forever Works For Me," "My Life Began With You," and "Disconnected" are the major culprits. Still, McCoy displays a winning vocal on "Beatin' It" and "Every Man For Himself" finds a rare lyrical and musical edge; it's the best cut on the album. "A Love That Strong" works well as a gospel-tinged love ballad, and the title cut is a nifty blues shuffle that covers ground already beaten to death earlier in the collection. Regardless, McCoy has often found a spot on country radio play lists in the past and will likely repeat the process with this set.



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August 26, 2000

\* NEAL McCOY

Every Man For Himself (3:53)

PRODUCERS: Ed Seay, John Hobbs

WRITERS: M, Elliott, 'E Johnson

PRODUCERS: Sony/ATV Songs/EMI Blackwood

Music/Tim Johnson Music, BMI

Giant 100295 (CD promo)

McCoy is so well-known for up-tempo, good-time hits (think "Wink") that it's easy to forget how effective he can be as a balladeer. This solid single should go a long way in reminding programmers that there's more than one side to this versatile entertainer. The lyric paints a portrait of a group of men who paid too much attention to careers and lost their families. It's an interesting twist, as most songs about single life focus on how tough it is for women. The lonely men who populate the bar in this song demonstrate that life alone can be difficult no matter what gender you are. McCoy turns in an affecting performance that wistfully conveys the sense of loss and frustration that dominates these lives. There's a smoothness and richness to his vocal that is well-supported by the understated production. It's a strong outing that should help draw attention to the Tuesday (22) release of his Giant debut album.