

= Help Is on the Way =

" Help Is on the Way " is a song by American rock band Rise Against , featured on their sixth studio album Endgame (2011) . Inspired by lead vocalist Tim Mcllrath 's visit to New Orleans , the song is about the slow response time for aid to disaster stricken areas . It incorporates elements of punk rock and melodic hardcore , with lyrics that allude to Hurricane Katrina and the Deepwater Horizon oil spill . " Help Is on the Way " premiered on KROQ @-@ FM on January 17 , 2011 , and was later released as Endgame 's lead single on January 25 .

" Help Is on the Way " polarized critics , with some praising its lyrics and song structure , while others criticized it for being bland and repetitive . Despite the mixed reception , it remains one of the band 's highest charting singles to date , becoming their first song to chart within the Billboard Hot 100 , where it peaked at eighty @-@ nine , as well as number two on the Hot Rock Songs chart . The accompanying music video depicts an African @-@ American family , as they attempt to escape increasing floodwater levels that engulf their neighborhood .

= = Recording and inspiration = =

" Help Is on the Way " was written by American rock band Rise Against , with lyrics by lead vocalist Tim Mcllrath , and produced by Bill Stevenson and Jason Livermore . Stevenson and Livermore engineered the song alongside Andrew Berlin , while Chris Lord @-@ Alge served as the mixer . It was recorded at The Blasting Room in Fort Collins , Colorado and was mastered by Ted Jensen . Rise Against unveiled the song on the California radio @-@ station KROQ @-@ FM on January 17 , 2011 , before releasing it as Endgame 's lead single on January 25 .

Mcllrath was inspired to write the lyrics for the song following a trip he took to New Orleans . While he had initially gone to discuss with local musicians how to merge politics and music , he was able to visit several areas affected by Hurricane Katrina and the subsequent flood , such as the Lower Ninth Ward . As Mcllrath had felt that news outlets were quick to move onto other stories following the disaster , he compiled his thoughts and wrote the song 's lyrics . Mcllrath also noted that he was critical of the United States government for its handling of various disasters , calling Hurricane Katrina " as much a man @-@ made disaster as it was a natural disaster " , while citing the lack of legislation to prevent another oil spill following the Deepwater Horizon oil spill in 2010 .

= = Composition = =

" Help Is on the Way " is a rock song containing elements of punk rock and melodic hardcore , and has been described as " anthemic " . According to the song 's sheet music , the composition is written in the time signature of common time , with a moderate tempo of 108 beats per minute . It follows verse @-@ chorus form , and is composed in the key G ? minor , with a melody that spans a tonal range of D ? 4 to B ? 5 .

Lyrically , " Help Is on the Way " is about the slow response time for aid to disaster stricken areas . While Genevieve Koski of The A.V. Club found that the lyrics could pertain to any difficult situation , the song primarily focuses on Hurricane Katrina and the Deepwater Horizon oil spill , as well as their affects on the Gulf Coast of the United States and New Orleans . Mcllrath maintains clean vocals throughout the majority of the song , but temporarily switches to screaming vocals during the bridge .

= = Reception = =

= = = Critical reception = = =

Critics were polarized in their opinions when reviewing " Help Is on the Way " . Tim Newbound of Rock Sound described the piece as " impressively structured and equally furious " , while Evan Lucy

of Billboard.biz thought it was " understated enough to capture radio attention and plenty explosive to please Rise Against 's devoted fan base " . Rob Parker of NME felt that " Help Is on the Way " and fellow Endgame track " This Is Letting Go " were able to " strike the perfect balance between punk fury and melodic accessibility without losing any of frontman Tim McIlrath ' s personality " . Chad Grischow of IGN complimented the music , saying that " as powerful as the lyrical content of the song is , the storm of guitars rolling over it like a gristly , foreboding cloud kick you in the chest just as hard " .

Koski and Steven Hyden of The A.V. Club were divided in their opinions , with Koski praising the powerful lyrics , while Hyden belittled the song as " run @-@ of @-@ the @-@ mill " . Thomas Nassiff of AbsolutePunk wrote that " Help Is on the Way " was one of the weaker moments from the album , criticizing the intro guitar riff , while comparing the lyrics to those of another Rise Against song , " Re @-@ Education (Through Labor) " . Johnny Firecloud of CraveOnline was heavily critical of the song , stating that it " suffers from a blandness so paralyzing and repetitive " , and ultimately summarized it as " totally flaccid " .

= = = Chart performance = = =

Commercially , " Help Is on the Way " remains one of Rise Against 's most successful singles to date . In the United States , it remains the band 's only song to reach the Billboard Hot 100 , where it peaked at eighty @-@ nine , as well as number two on the Hot Rock Songs chart . The single also achieved international success , reaching number ten on the Australia Hitseekers chart , number forty @-@ five on the Canadian Hot 100 , number four on the Czech Republic Modern Rock chart , and number nineteen on the UK Rock & Metal chart .

= = Music video = =

The accompanying music video was directed by Alan Ferguson and filmed in New Orleans . It follows an African @-@ American family as they 're forced to move into their house 's attic , and eventually their rooftop to escape the increasing floodwater levels caused by Hurricane Katrina . The video follows the song 's lyric thread , while real footage of Hurricane Katrina and the survivors are shown throughout . It ends with a message encouraging donations , and a link to the band 's activism website .

The video was released on March 23 , 2011 . It does not feature any band members , who opted not to appear in it , as they felt their presence would be detrimental to the video 's message . This decision was commended by critics , with Katie Hasty of HitFix stating that band " went for an artifact of truth " .

= = Personnel and credits = =

Credits adapted from the liner notes of Endgame .

= = Charts = =