

= My Moment ( Rebecca Black song ) =

" My Moment " is a song by American recording artist Rebecca Black . It is a self @-@ empowerment follow @-@ up song to her first single " Friday " , addressed to the " haters " who criticized her previous release . The song was written and produced by Brandon " Blue " Hamilton and Quinton Tolbert , and co @-@ produced by Charlton Pettus . It was released on the iTunes Store under the label RB Records as Black 's second single on July 19 , 2011 . RB Records was established by Black herself , after disputes over ownership and distribution of her previous single , " Friday " .

" My Moment " received mostly negative reviews from music critics . Though reviewers considered it stronger than Black 's previous single , they found it less enjoyable . Unlike its predecessor , the song failed to chart on international music markets . The song 's music video , which premiered a day before the single was released , portrays Black 's " sudden rise to fame " and her " moments " . The video garnered more than a million views within 24 hours of its release .

= = Background = =

Rebecca Black became famous in early 2011 for her song " Friday " and its viral music video , whose reception was heavily negative from commentators and YouTube users . Black said that , after " Friday " , she needed " to find the perfect song that kind of tells off the haters a little bit but still shows that [ she is ] a serious artist . " " My Moment " was written and produced by Brandon " Blue " Hamilton and Quinton Tolbert , and co @-@ produced by Charlton Pettus . The single release was first announced on July 11 , 2011 . Two days later , Black unveiled the single 's artwork through her Twitter account . On July 18 , the accompanying music video was uploaded on Black 's YouTube channel , while the single was released digitally on the iTunes Store on July 19 .

= = Composition = =

" My Moment " is a self @-@ empowerment song that lasts for three minutes and twenty @-@ five seconds . It is composed in the key of E major , simply using three major chords ( E , B , and A , respectively ) . According to Jocelyn Vena of MTV , the song " is addressing all those haters who didn 't necessarily get her last viral smash , " Friday " . Black starts singing the lyrics " Weren 't you the one who said that I would be nothing ? / Well , I 'm about to prove you wrong / I 'm not the only one who believes in something / My one wish is about to come true . " As the song goes , Black addresses her negative acclaim even more , singing , " Haters , said I 'll see you later / Can 't talk to you right now / I 'm getting my paper " . " My Moment " features a simple mid @-@ tempo melody with a prominent uses of garish keyboards on its background . Uses of pitch @-@ correcting software Auto @-@ Tune on Black 's vocals were also noticed .

= = Critical reception = =

Tanner Stransky of Entertainment Weekly said that , unlike Black 's previous song , " My Moment " was not so bad it 's good , and Michelle Woo of OC Weekly described " My Moment " as " a lot less terrible " than " Friday " , making it " less awesome " . Many compared the production to that of " Friday " . Mike Hale of The New York Times criticized Black 's vocals for being " as heavily processed " as they were previously , but said that the tuning had " been done much more artfully " , meaning Black sounded " more like a human being . " A reviewer for The Huffington Post said , " if you were hoping for " Friday " part two , this certainly isn 't it . Gone is the weird nasal , overly auto @-@ tuned voice that made ' Friday ' sound like she was saying ' fried egg . ' " Black herself was called " sweet but very self empowered " by Stransky , and Adrian Chen of Gawker called the track " a ' look @-@ at @-@ me @-@ now ' love letter " to all [ Black 's ] haters " . Jason Lipshutz of Billboard saw the song in a similar light ; for him , Black " does offer a bit of vitriol to those who wrote her off as a one @-@ hit Internet wonder . "

The song was compared to Radio Disney songs and the music of Justin Bieber . While Chen called it " inoffensive " and " mildly catchy " , other reviewers were less sympathetic . Jenni Dunning , of the Toronto Star , said that while " you might find it possible to listen to the whole song without flinching as much at her nasally voice [ ... ] that doesn't make it good . " Daniel Kreps , of Yahoo ! Music , was even more critical , saying that nobody could like " My Moment " , not even ironically .

= = Music video = =

The music video , directed by Morgan Lawley , was released through Black 's YouTube channel on July 18 , 2011 , and a behind @-@ the @-@ scenes video was uploaded the day after . The video opens with Black in a studio , finishing the song recording with a studio band ; guitarist Kellen McGee , bassist Jeremy Steel , and keyboardist Jourdan Steel . The video intercuts scenes of the studio with footage of Black making TV appearances , walking on red carpets , driving around Hollywood and greeting fans . Next , the singer is seen on a makeup chair and rehearsing several dance steps . She then starts the full choreography with So You Think You Can Dance finalists Robert Roldan and Kent Boyd . So You Think You Can Dance 's Allison Holker and Lauren Gottlieb also appear in the dance sections of the video . The video ends with Black at the premiere of My Moment , a fictional film about her .

Black has stated that her favorite part of making the video was the dancing ; she used to be a dancer and is regular a watcher of So You Think You Can Dance . In less than twenty @-@ four hours after its release , the video had already attracted one million views on YouTube . Nicole James of MTV said that , in the music video , Black is " definitely a little sassier than the " Friday " singer we once knew " , while Mike Hale of The New York Times noted that " a lot of people will rip ? My Moment ? for its relentless self @-@ celebration . "

= = Live performances = =

Black made her national television debut by performing a mash @-@ up of the song along with her infamous debut single , " Friday " , during America 's Got Talent 's result night for the YouTube Special round in August 2011 . The round featured various acts who had auditioned via YouTube .

= = Credits and personnel = =

Credits for " My Moment " adapted from MTV and CNN .

Rebecca Black ? lead vocals , backing vocals

Brandon " Blue " Hamilton ? songwriting , production

Quinton Tolbert ? songwriting , production

Charlton Pettus ? production