

THE OFFICIAL NEWSLETTER

JUST VIBIN'

Media

Music Video Television



JULY 2026

ISSUE 03

THE
DISCOVERY
ISSUE



BEYOND THE ALGORITHM

Real discovery happens when you look beyond what you're shown.

MV

MUSIC VIDEO MONDAY

Fresh videos.
New artists.
Every Monday.
A new reason
to tune in.



INSIDE JV LIVE

Premieres,
interviews,
performances
and special
events.



INDEPENDENT CREATIVITY DESERVES A SCREEN

Music. Film.
Art. Dance.
Stories that
inspire.



GET DISCOVERED ON TV

Submit your work
and get your content
seen on Just Vibin'
Media.

THE DISCOVERY ISSUE

YOUR NEXT FAVORITE ARTIST
IS SOMEONE YOU HAVEN'T HEARD YET.



WATCH ON **Roku** | **firetv** | **apple tv** | **MOBILE DEVICES** | **WEB**



JUST VIBIN' MEDIA

VIBIN' FOR YOU AND
THE INDEPENDENT ARTISTS.

TUNE IN.
DISCOVER.
SUPPORT.

JUST VIBIN' MEDIA NEWSLETTER

JULY 2026 • ISSUE 03

THE DISCOVERY ISSUE

WELCOME TO ISSUE 03

Welcome to the July 2026 issue of the Just Vibin' Media Newsletter.

Over the past two issues, we've talked about the return of visual culture and the importance of visibility. This month, we're taking the conversation one step further.

Discovery.

There are talented Independent Artists and creators producing incredible work every day. The challenge is connecting that work with audiences who are willing to look beyond what's already familiar.

That's what this issue is about.

The artists you haven't heard yet.

The music videos you haven't seen yet.

The filmmakers, dancers, visual artists, and other creators whose work may be one introduction away from finding a new audience.

Your next favorite artist may be someone you haven't heard yet.

Let's discover what's next.

FEATURE STORY

THE DISCOVERY ISSUE

YOUR NEXT FAVORITE ARTIST IS SOMEONE YOU HAVEN'T HEARD YET

There was a time when discovering a new artist felt like finding something special.

Maybe you heard a song on the radio late at night. Maybe you caught a music video while watching television. Maybe a friend told you about an artist you had never heard before.

Sometimes, you discovered someone simply because you stayed tuned in long enough to see what came next.

Today, discovery works differently.

Digital platforms have given audiences access to more music than ever before. That's a good thing. But with millions of songs, videos, and creators competing for attention, having access to everything doesn't necessarily mean we're discovering everything.

Often, we're shown more of what we already know.

Real discovery should also surprise us.

It should introduce us to the artist we weren't searching for.

The song we didn't know we needed.

The music video that makes us stop what we're doing and pay attention.

That idea is an important part of the vision behind Just Vibin' Media.

We believe there is still value in tuning in without knowing exactly what you're going to see next.

You may recognize one artist and discover another.

You may tune in for one genre and find yourself connecting with something completely different.

Independent Artists are creating the work.

The music is out there.

The visuals are out there.

The stories are out there.

Sometimes, all that's missing is the moment when the right viewer discovers them.

Keep watching.

You never know who you'll discover next.

CULTURE + INSIGHT

BEYOND THE ALGORITHM

ARE WE DISCOVERING MUSIC—OR JUST BEING SHOWN MORE OF WHAT WE ALREADY LIKE?

Algorithms are incredibly good at learning our habits.

They know what we watch.

What we listen to.

What we skip.

What we replay.

That personalization can make entertainment convenient, but it also raises an interesting question:

If we're constantly shown more of what we already like, where does surprise come from?

Music culture has always grown through exploration.

Genres influence one another. Different audiences cross paths. Artists find fans in unexpected places. Someone hears an unfamiliar sound and decides to give it a chance.

Discovery requires some unpredictability.

That's why curation still matters.

A curated music video channel can place different artists, sounds, genres, and visual styles next to one another.

The viewer doesn't have to know every artist's name before pressing play.

They don't have to search for every song individually.

Sometimes, they simply have to keep watching.

There is room for both personalization and discovery.

The algorithm can show you what it thinks you'll like.

Discovery can show you something you never knew to ask for.

Sometimes, your next favorite song is one video away.

ARTIST DISCOVERY

THE ARTISTS YOU DON'T KNOW YET MAY BE THE ONES YOU REMEMBER TOMORROW

Some of the most exciting moments in music happen before everyone knows the name.

Before the major stages.

Before the large playlists.

Before millions of followers.

There is a period when an artist is simply creating, developing, experimenting, and hoping the right audience discovers the work.

That period deserves more attention.

Independent Artists aren't waiting for creativity to arrive. They're already working.

They're recording songs.

Developing their sound.

Directing music videos.

Building visual identities.

Performing.

Creating audiences one listener and one viewer at a time.

The purpose of artist discovery isn't to find someone because everyone else already approves of them.

It's to find something that connects with you.

At Just Vibin' Media, we want viewers to watch with an open mind.

Some artists may be familiar.

Others may be completely new to you.

That's the point.

Tune in for the music you know.

Stay for the artist you didn't know you needed to discover.

MUSIC VIDEO MONDAY

A NEW REASON TO TUNE IN EVERY WEEK

Every Monday brings another opportunity to discover something new.

Music Video Monday has become an important part of the Just Vibin' ecosystem because it connects our social media audience with the larger television experience.

Each weekly lineup brings together a selection of music videos that may include recent releases, newly added videos, Heavy Hitters, and other artists and visuals worth discovering.

The idea is simple:

Give viewers a reason to stop, watch, listen, and discover.

For an Independent Artist, a music video can be someone's first introduction to the music.

That first impression matters.

The song matters.

The visual matters.

The story matters.

When all three connect, a viewer can become a listener.

A listener can become a supporter.

And a supporter can become a fan.

Music Video Monday isn't simply about showing videos.

It's about creating introductions.

Every Monday is another opportunity to discover what's next.

INSIDE JV LIVE

WHERE CONTENT BECOMES AN EXPERIENCE

Some content is meant to be watched whenever you have a few minutes.

Other content deserves a moment.

JV Live was created for those moments.

Through scheduled programming and special presentations, the JV Live Channel creates opportunities for audiences to experience content differently.

Programming can include:

World Premiere Music Videos

Artist Interviews

JV Lounge Performances

Special Presentations

Independent Films and Creative Projects

Music and Arts Programming

The difference is intention.

When something has a scheduled time, audiences have a reason to gather.

Artists have a moment to share.

Creators have an opportunity to present their work as an experience rather than another piece of content moving through a crowded feed.

That's what JV Live is about.

Creating moments worth tuning in for.

Because sometimes the best way to experience something is together.

INDEPENDENT CREATIVITY

INDEPENDENT CREATIVITY DESERVES A SCREEN

Independent creativity doesn't stop with music.

Filmmakers tell stories.

Actors bring characters to life.

Dancers communicate through movement.

Models create visual narratives.

Authors bring ideas and stories into the world.

Visual artists create work that can inspire conversation and emotion.

Just Vibin' supports a broader community of Independent Artists and creators whose work can translate into compelling television and media content.

The goal remains consistent:

Create more opportunities for quality independent work to be seen.

There are stories being created outside of traditional systems every day.

Short films.

Dance performances.

Creative visual projects.

Original artistic concepts.

Stories that deserve an audience.

Discovery shouldn't be limited to one type of artist.

Creativity comes in many forms.

Our screens should reflect that.

GET FEATURED

GET DISCOVERED ON TV

Creating the work is only part of the journey.

The next challenge is getting it in front of people.

Just Vibin' Media provides opportunities for Independent Artists and creators who want their work considered for the platform.

For music videos, artists currently have two pathways.

SINGLE SUBMISSION

The Single Submission option is used each time an artist wants to submit a specific music video for consideration.

ONE-TIME AUTHORIZATION

The One-Time Authorization gives Just Vibin' Media permission to obtain and consider eligible new music videos when we discover them from participating artists.

For other Independent Artists and creators, selected media content may also be considered for appropriate programming across the Just Vibin' Media platform.

Quality matters.

Presentation matters.

And discovery matters.

Your next viewer may be someone who has never heard your name before.

Give them something worth remembering.

WATCH THE CHANNEL

YOUR NEXT DISCOVERY IS WAITING

There is always something waiting to be discovered.

A new artist.

A new song.

A music video.

A performance.

A filmmaker.

A story.

Just Vibin' Media is available across multiple screens, making it easy to tune in wherever you watch.

Watch on:

Roku

Fire TV

Apple TV

Mobile Devices

Computers and Tablets

Web

Turn it on.

Stay awhile.

Watch something familiar.

Discover something new.

That's the vibe.

FROM THE DESK OF S.L. WALKER

BUILD THE PLACE YOU WISH EXISTED

When I started building Just Vibin' Media, I wasn't interested in creating another place for people to scroll past content.

I wanted to build a place where people could actually discover something.

An artist.

A song.

A music video.

A filmmaker.

A story.

A creative voice they might never have found otherwise.

May was about bringing music videos back to life.

June was about visibility.

July is about discovery.

Because visibility means very little if audiences aren't willing to explore.

There are talented Independent Artists creating incredible work right now.

They don't all have massive followings.

They aren't all trending.

They aren't all being pushed to the front of a feed.

But they're creating.

And someone needs to be willing to watch.

That's the community we're building.

A place for Independent Artists to be seen.

And a place for audiences to discover what comes next.

Don't just follow what's already popular.

Sometimes, the best discoveries happen before everyone else catches on.

Keep watching.

Keep discovering.

And keep vibin'.

— S.L. Walker

Founder, Just Vibin' Media

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