

# Building a Channel in Public

*Shows, episodes, and founder interviews — a field guide to media that takes audiences inside the work*

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## Foreword

Most media is made to be consumed and forgotten. A channel built in public is made to be lived alongside. Instead of polished results dropped from on high, it offers access — the founder's chair, the studio, the day a shoot went sideways — and invites an audience to follow the journey rather than just admire the destination. That is a different kind of media, and in 2026 it is exactly the kind that independent creators can make and distribute on their own terms.

This guide is for anyone building a channel around real work: founders documenting their ventures, hosts running interview shows, and creators who would rather show the building than hide it. It reflects the approach behind a media channel that takes audiences inside a network of health-and-wellness ventures through original shows, episodes, and founder interviews. The premise is simple — streaming and direct-to-audience distribution now let independent work reach people without traditional gatekeepers, and the creators who lean into access and consistency build something that lasts.

Read it once, then keep the checklists at the end of each chapter nearby. They are meant to be marked up, argued with, and adapted to your own channel and your own story.

## Chapter 1 — Building in Public Is the Show

The oldest instinct in media is to hide the process and reveal only the finished thing. Building in public inverts that. The process — the strategy, the setbacks, the day-to-day of making something real — is the show, and audiences increasingly prefer it to the glossy result. There is a reason: access is scarce and authentic, while polish is abundant and easy to distrust. When a channel shows the actual work, it earns a kind of credibility that a highlight reel never can.

This is why "always building in public" is a stance, not a slogan. It means committing to show the messy middle, not just the wins — the campaign that flopped, the launch that slipped, the honest account of what it actually takes. That commitment is uncomfortable and it is exactly what builds trust. An audience that watches you build, stumble, and recover feels like they know you, and that relationship is the real asset a channel accumulates.

Show the building, not just the results. Access earns trust that polish cannot buy.

### Field Checklist

- Show the process, including the setbacks
- Treat authenticity as the channel's core asset
- Commit to the messy middle, not just the wins

## Chapter 2 — The Founder Series and the Long-Form Interview

The long-form founder interview is the backbone of a channel built around real work. Given room to breathe, a good conversation surfaces the things that short content cannot: the actual strategy behind a venture, the setbacks that shaped it, and the candid reflection that only comes when there is time to get past the rehearsed answers. A premiere sit-down with a founder — how a single idea grew into a network of ventures — is not just content; it is the origin story the whole channel is built on.

The craft of the long-form interview is patience and preparation. The host's job is to ask the question that opens a real answer and then to get out of the way. Candor comes from trust, and trust comes from a host who has done the homework and is genuinely curious rather than performing. The best of these conversations feel less like an interview and more like being let in on something. That feeling is why audiences return, and why the format anchors the channel.

Give conversations room to breathe. The candid answer that only long-form surfaces is what audiences come back for.

### **Field Checklist**

- Give interviews the time to reach candor
- Prepare deeply, then let the guest talk
- Anchor the channel with founder origin stories

## **Chapter 3 — Venture Spotlights and Explaining the Work**

Not every episode needs to be a deep sit-down. Venture spotlights and tour-style shows serve a different, essential purpose: explaining the work clearly to an audience that is curious but not yet inside. A short feature on a single brand — the idea, the market, the milestones, where it is headed — or a recurring show that tours each venture and explains how the pieces fit together, does the job of orientation. It turns a confusing collection of ventures into a coherent story an audience can follow.

The discipline here is clarity over comprehensiveness. A spotlight succeeds when a newcomer finishes it understanding what the venture is and why it matters, not when it lists every detail. Explaining the work well is harder than it looks; it requires knowing the venture deeply enough to say the simple, true thing about it. Done right, these shows are the on-ramp — the episodes that take a curious stranger and make them someone who gets it, and who is now ready for the longer, deeper content.

Explain the work clearly enough that a newcomer gets it. Clarity is the on-ramp to everything deeper.

### **Field Checklist**

- Use spotlights to orient newcomers to the work
- Choose clarity over comprehensiveness
- Say the simple, true thing about each venture

## **Chapter 4 — Behind the Build: The Value of the Unpolished**

Behind-the-scenes content — the field notes, the studio sessions, the day of shoots and launches and late nights — is often the most watched and least expensive thing a channel makes. Its value is precisely its lack of polish. An audience that sees what got made, what broke, and the real story

behind the moments they do not usually see feels closer to the work than any produced piece could make them feel. The unpolished is intimate in a way the finished product is not.

This content also does quiet strategic work. It humanizes the people behind the ventures, it fills the gaps between big episodes with consistent presence, and it costs little to produce because it is captured, not staged. The one rule is honesty: behind-the-scenes only works if it is actually behind the scenes, not a manufactured version of authenticity. Audiences can tell the difference, and the whole value collapses the moment it feels performed. Show the real day, including the parts that did not go to plan.

Let the unpolished in. The honest field note builds intimacy that no produced piece can match.

### **Field Checklist**

- Capture real behind-the-scenes, not staged versions
- Use it to maintain consistent presence between episodes
- Keep it honest; audiences detect the fake

## **Chapter 5 — Streaming Without Gatekeepers**

The structural advantage of a channel built in 2026 is distribution without gatekeepers. Streaming and on-demand platforms let independent filmmakers and creators reach global audiences without the traditional intermediaries who once decided what got seen. Short-form video and direct-to-audience platforms increasingly drive how independent work gets discovered. For a channel that documents real ventures, this is exactly the lane — the ability to publish shows and episodes directly to the people who want them.

The freedom cuts both ways. No gatekeeper means no permission required, but it also means no one else builds the audience for you. The responsibility to publish consistently, to reach people where they already are, and to earn discovery falls entirely on the channel. That is a fair trade. The creators who thrive treat gatekeeper-free distribution as an obligation to show up, not just a door that opened. They put the work where audiences are and let quality and consistency do the discovery work that a gatekeeper used to gate.

Distribute directly and own the reach. No gatekeeper means no permission needed, and no excuses either.

### **Field Checklist**

- Publish directly to where audiences already are
- Treat gatekeeper-free reach as an obligation to show up
- Let consistency and quality drive discovery

## **Chapter 6 — Multi-Platform, Multi-Stream by Design**

A durable channel does not depend on any single platform or revenue source. Independent creators increasingly diversify across multiple platforms and revenue streams — memberships, licensing, and brand partnerships among them — and that diversification is a design choice, not an afterthought. It means publishing shows and episodes where audiences already are rather than betting everything on

one channel, and building income that does not collapse if one platform changes its rules overnight.

The strategic core is owning the direct relationship with the audience while distributing widely. Platforms are rented reach; the audience relationship is the owned asset. A channel that builds an email list, a direct following, and a body of work it controls can survive any single platform's algorithm change, because the relationship travels with the audience, not the platform. Diversify the distribution, diversify the revenue, but centralize the one thing that matters: the direct connection to the people who watch.

Build across platforms and streams by design. Own the relationship; rent the reach.

### **Field Checklist**

- Distribute across multiple platforms deliberately
- Diversify revenue beyond any single source
- Own the direct audience relationship

## **Chapter 7 — The Library That Keeps Working**

The most underrated asset a channel builds is its back catalog. Every episode, interview, and spotlight keeps working long after release day — surfacing in search, getting recommended, introducing new viewers to the channel months or years later. A library that keeps working is the compounding asset of media, the equivalent of a business that earns while you sleep. The channel that thinks only about the next release undervalues the dozens of episodes already earning quietly in the archive.

Building a durable library means making content that ages well and organizing it so it stays findable. An evergreen founder interview or a clear venture explainer is as useful to a viewer next year as it is today, and a well-tagged, well-organized archive keeps delivering that value without additional effort. Release day is the beginning of an episode's working life, not the end of it. The channels that understand this invest in a catalog, not just a calendar — and that catalog becomes the body of work that carries the brand forward.

Build a library, not just a release schedule. The catalog keeps working long after the calendar moves on.

### **Field Checklist**

- Make content that ages well
- Organize the archive so it stays findable
- Treat release day as the start of an episode's life

## **Conclusion: The Channel Is the Relationship**

Strip away the shows, the shoots, and the distribution strategy, and a media channel built in public comes down to one thing: a relationship with an audience that chose to follow the work. Every long-form interview, every venture spotlight, every honest behind-the-scenes field note is deposit into that relationship. The audience is not a metric to be maximized; it is a group of people who decided to come along, and the channel's whole job is to be worth their attention, episode after episode.

The 2026 landscape makes this achievable in a way it never was before. Streaming and direct-to-audience distribution remove the gatekeepers, multi-platform and multi-stream models make it durable, and the back catalog compounds. But none of that matters without the two things no platform provides: authenticity and consistency. The channel that shows the real building, gives conversations room to breathe, keeps the behind-the-scenes honest, and shows up reliably builds a relationship that outlasts any algorithm.

Build in public. Own the relationship. Grow the library. Do that consistently, and a channel stops being a stream of content and becomes what durable media has always been — a trusted place an audience returns to, because the work is real and the people making it keep showing up.

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