

Former Teacher Launches 1M YouTube Kids Channel 'Hey! It's Mr. J!' to Help Kids Build Confidence Through Hip-Hop

ESSEX, NJ, UNITED STATES, September 4, 2025 /EINPresswire.com/ -- Certified health and physical education teacher [Dave](#) Joisil, known to kids as [Mr. J.](#), is on a mission to help children live their best lives with his fast-growing [YouTube](#) channel, Hey! It's Mr. J!. Blending hip-hop, movement, and social-emotional learning (SEL), the channel provides fun songs and brain breaks designed for kids ages 2–8, as well as parents and teachers looking for engaging learning tools.

With more than 1 million views and a recent addition to the YouTube Kids App, Hey! It's Mr. J! is quickly gaining traction as a trusted resource for both classrooms and homes. Mr. J's songs focus on confidence, kindness, fitness, and emotional regulation—making them both educational and fun.

“My mission is simple: help kids live their best lives,” says Joisil. “There aren’t many Black male role models in children’s media—so I became one.”

Joisil first dreamed up the idea during the pandemic, when he noticed a need for uplifting, movement-based educational content. Three years later, he officially launched Hey! It's Mr. J!—bringing his background as a PE teacher, wrestling coach, and fitness instructor to kids worldwide.

Looking ahead, Mr. J plans to expand with more SEL-based songs, creator collaborations, live assemblies, and branded partnerships.

About Dave Joisil / Hey! It's Mr. J!

Dave Joisil is a certified PE teacher turned children’s media creator. His YouTube channel, Hey! It's Mr. J!, blends hip-hop, movement, and SEL to help kids ages 2–8 build confidence, kindness, and life skills. Based in New Jersey, Joisil has created more than 30 original songs and videos, reaching over 1 million views and earning placement on the YouTube Kids App.

YouTube- <https://www.youtube.com/@heyitsmr.j>

Dave Joisil
Hey! It's Mr. J!

[email us here](#)

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