

# HIP Video Promo Presents: Divergent premieres new music video "Not Until It's Right" on BuzzMusic.com

*Iowa Rock Trio Delivers Dance-Floor Anthem with Youthful Swagger*

JOHNSTON, IA, UNITED STATES, October 15, 2025 /EINPresswire.com/ -- Just a few short months ago, most listeners probably couldn't tell Divergent from Deftones or Daft Punk. The trio of longtime friends had only just embarked on the next chapter of their musical journey—forming a new identity rooted in unrestrained expression, sonic curiosity, and true collaboration. It was a dream nearly 40 years in the making—a teenage fantasy postponed, then seemingly abandoned, when James Richards (guitar, keys, and vocals) and Mike McAlister (bass and vocals) went their separate ways.



But their enduring love for music and performing ultimately brought them back together years later as the reunited Chautauqua Road Band, joined by James' brother, Paul Richards, on drums. Now, with a new name, Divergent is ablaze, fully ensconced in a universe of their own creation and earning praise from both new fans and fellow artists. Their previous release, "Runnin' Free," set the tone for what the band is capable of: crafting resonant soundscapes, spinning gripping narratives, and elevating experimentation to new heights. Following their hearts has paid off, and they've carried that momentum straight into this new release, which will set the stage for their sophomore album release, *Rev It Up*, coming in 2026. Over the next year, each new sonic offering promises to strengthen, refine, define, and redefine their dazzling signature style—one that could only come from artists bold enough to be truly "Divergent" in their songcraft.

An energizing click of Paul's drumsticks plunges listeners straight into the vivid world of "Not

Until It's Right," setting the stage for an anthemic vibration made for the dance floor—a snapshot of a fateful night under neon lights. The lucky protagonist crosses paths with a girl who's "shaking it just right," falling head over heels at first sight. He wants nothing more than to take her home and call her his own, but there's something special about the object of his affection—she won't settle for the bare minimum. "No, no, no" she asserts, the moment must be perfect; her love "needs rhythm to survive." So, she beckons him to dance, the tension building with every kick of the drum and bounce of the bass. One dance is all it will take—or so he hopes.



With each release, Divergent continues to refine their creative chemistry—each member's input shaping and reshaping the direction of the track until, ironically, it's "just right." James' earwormy, infectious piano rhythm—conceived on the cherry wood Chickering upright piano that sits in his living room—laid the foundation for Mike's vibrant walking bass line, swaggering with an air of seduction, and Paul's crisp snare hits, which transform the groove from buoyant show tune to the swinging rock spirit listeners have come to expect from these talented lowans. Together, they deliver an impressive display of instinct and versatility—an innate ability to let the music speak for itself. Unlike "Runnin' Free," "Not Until It's Right" captures the weightlessness of the moment, a youthful surrender to the idea that tomorrow's worries can wait. Tonight is about this rhythm, this dance, and this untamable spark burning bright within.

Watching the "Not Until It's Right" music video feels like stepping into James, Mike, and Paul's own studio—witnessing the song come to life through the eyes of the musicians who brought it to. It may not actually be their personal space (the video was filmed at the state-of-the-art Sweetwater Studios in Ft Wayne, Indiana). Still, the energy of the room radiates something many emerging acts lack: a palpable mix of professionalism and passion that suggests Divergent is exactly the kind of band that should have a studio of their own. Each member plays with effortless confidence—James taps the keys without ever glancing down, Mike shimmies and slides his hand along the frets of his bass, and Paul pounds the snares with Bonham-like force. Standing side by side, they leave no room for doubt that they're destined to burn big and bright, pulling listeners into their orbit one sonorous treat at a time.

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