



FOR IMMEDIATE RELEASE

June 23, 2026

MEDIA CONTACT:

Joseph F. Sanchez

Founder/CEO

SWAAGTV Network

312-879-9916

JosephSanchez@SWAAGTV.net

SWAAGTV.net

SWAAGTV ANNOUNCES SUMMER 2026 TELEVISION PROGRAM LINEUP FOR CHICAGO'S ONLY 24/7, FCC-LICENSED, LIVE, LOCAL BLACK BROADCAST AND STREAMING TELEVISION STATION

New Schedule Features The Smart Money Woman, Jacob's Cross, Black Tax, Finest Homes, Dream Cars, Kasi Car Culture and Music Revolution Beginning Week of July 13, 2026

CHICAGO, IL – SWAAGTV, Chicago's ONLY 24/7, FCC-LICENSED, LIVE, LOCAL Black Broadcast and Streaming Television Station, today announced its Summer 2026 Television Program Lineup beginning the week of July 13, 2026.

Since launching in December 2020, SWAAGTV has established itself as Chicago's ONLY 24/7, FCC-LICENSED, LIVE, LOCAL Black Broadcast and Streaming Television Station, providing a dedicated platform for news, information, entertainment, culture, and community-focused programming relevant to Black audiences.

Local broadcast television stations have a unique influence on the stories, images, information, and perspectives that enter homes every day. More than any other local media platform, broadcast television helps shape public awareness, highlight community achievements, amplify local voices, and influence how communities see themselves and are seen by others.

Yet despite the important role local broadcast television plays in American life, there has never been a local Black broadcast television station operating in Chicago dedicated to serving Black audiences with a combination of news, information, entertainment, and community-focused programming. SWAAGTV was launched to help fill that void by providing a local broadcast and streaming television platform designed to inform, entertain, inspire, and connect Black audiences.

The Summer 2026 Television Program Lineup represents the next phase of that mission, introducing new drama, comedy, music, lifestyle, and automotive series while continuing SWAAGTV's commitment to delivering

programming that reflects the interests, experiences, achievements, and aspirations of Black audiences throughout Chicago and beyond.

Available on Chicago Broadcast Channel 24.3, the SWAAGTV Roku Channel, the SWAAGTV Apple App, the SWAAGTV Android App, and SWAAGTV.net, SWAAGTV delivers programming to viewers throughout Chicago and beyond.

The Summer 2026 lineup features a diverse collection of internationally recognized and culturally relevant television programs, including:

- **THE SMART MONEY WOMAN** – The acclaimed television series based on the bestselling novel by Arese Ugwu, following a group of ambitious women navigating careers, finances, friendships, and modern life while learning valuable lessons about financial empowerment and personal growth.
- **JACOB'S CROSS** – One of Africa's most successful television dramas, centered on businessman Jacob Makhubu Abayomi and his quest to build a powerful African business empire amid family rivalries, corporate intrigue, and international power struggles.
- **BLACK TAX** – A comedy series that explores the humorous realities, family expectations, and cultural dynamics that often accompany success, delivering laughter while highlighting relatable experiences shared by many families and communities.
- **FINEST HOMES** – From Arena Broadcasting, showcasing exceptional homes, luxury design, architecture, interior décor, and the latest trends in upscale living.
- **DREAM CARS** – A high-energy automotive series featuring remarkable vehicles, innovative designs, performance machines, luxury automobiles, and automotive culture from around the world.
- **KASI CAR CULTURE** – One of the few weekly television programs dedicated to automotive culture, showcasing custom vehicles, enthusiasts, automotive events, and the passion that drives car communities.
- **MUSIC REVOLUTION** – A fast-paced music and interview series that spotlights two major recording artists in every episode through exclusive interviews, music videos, behind-the-scenes insights, and career highlights. Featuring some of the biggest names in music, including Common, Usher, Nicki Minaj, Snoop Dogg, Trey Songz, 50 Cent, Mary J. Blige, Ne-Yo, Busta Rhymes, Bruno Mars, Nas, Ludacris, Keyshia Cole, Robin Thicke, and more.

Together, these programs expand SWAAGTV's growing library of entertainment, lifestyle, music, and automotive content while providing viewers with fresh programming throughout the summer season.

The new lineup will air throughout the week, including prime-time viewing opportunities, providing viewers with access to a broad range of quality entertainment, lifestyle, music, comedy, drama, and automotive programming.

"At SWAAGTV, we understand the power of local broadcast television," said Joseph F. Sanchez, Founder and CEO of SWAAGTV. "The stories and images presented on local television matter because they influence how communities are viewed, understood, and remembered. Since launching SWAAGTV in December 2020, our mission has been to provide a dedicated local Black broadcast and streaming television platform that informs, entertains, inspires, and connects viewers. This Summer 2026 Television Program Lineup continues that mission by bringing audiences programming that reflects the richness, diversity, achievements, and experiences of Black communities."

The Summer 2026 lineup further strengthens SWAAGTV's commitment to providing programming that celebrates Black excellence, amplifies Black voices, and connects Black communities.

Viewers can watch SWAAGTV on:

- Chicago Broadcast Channel 24.3
- SWAAGTV Roku Channel
- SWAAGTV Apple App
- SWAAGTV Android App
- SWAAGTV.net

Follow SWAAGTV on social media:

- LinkedIn
- Facebook
- X (Twitter)
- Instagram
- TikTok
- YouTube

ABOUT SWAAGTV

SWAAGTV (***Shows With African American Greatness TV***) is Chicago's ONLY 24/7, FCC-LICENSED, LIVE, LOCAL Black Broadcast and Streaming Television Station.

For more than five years, SWAAGTV has delivered programming that informs, entertains, inspires, and connects Black audiences through broadcast television and streaming platforms.

SWAAGTV features a diverse mix of programs, including movies, drama series, comedy, Black history, documentaries, music, entertainment, lifestyle, health, wellness, finance, business, automotive, fashion, beauty, home décor, cooking, faith-based, inspirational, news, public affairs, culture, and community-focused programming designed to reflect the interests, experiences, and aspirations of Black audiences.

Available on Chicago Broadcast Channel 24.3, the SWAAGTV Roku Channel, the SWAAGTV Apple App, the SWAAGTV Android App, and SWAAGTV.net, SWAAGTV serves viewers throughout Chicago and beyond with programming that celebrates Black excellence, amplifies Black voices, and connects Black communities.

MEDIA CONTACT

Joseph F. Sanchez

Founder/CEO

SWAAGTV Network

312-879-9916

JosephSanchez@SWAAGTV.net

SWAAGTV.net