

ALLEN MEDIA GROUP'S 'HBCU GO' ANNOUNCES 20-GAME BASKETBALL SCHEDULE FOR THE 2026 SEASON

10 Weeks of Must-See Women's and Men's Double-Header Matchups Across CCAA, SIAC, and SWAC. 2026 Season Debuts on Saturday, January 3, 2026

LOS ANGELES, CA, UNITED STATES, December 5, 2025 /EINPresswire.com/ -- Allen Media Group's HBCU GO, the free-streaming digital platform and premier destination for HBCU sports and culture, is pleased to announce that HBCU GO Basketball is back—and the 2026 season is bringing nothing but heat! HBCU GO will tip off the new year on Saturday, January 3, 2026 with 20 high-octane women's and men's doubleheaders across the Central Intercollegiate Athletic Association (CAA), Southern Intercollegiate Athletic Conference (SIAC), and Southwestern Athletic Conference (SWAC).

The season launches with a Florida A&M vs. Bethune-Cookman rivalry clash in Daytona Beach—a very competitive matchup featuring two programs that are stacked with star power on and off the court, featuring an NBA All-Star and a Heisman Trophy winner stepping in as head coaches. Bethune-Cookman enters with major momentum after taking Auburn to overtime in non-conference play, setting the stage for an intense showdown. Charlie Ward brings both Heisman prestige and NBA pedigree to the sidelines, while Reggie Theus adds 13 seasons of NBA experience, giving this game a rare blend of elite coaching and next-level competition.

Midseason intensity spikes with one of the CCAA's most emotional battles as Virginia Union meets Virginia State in Petersburg, a matchup that routinely delivers sold-out crowds and championship-level competition. Not to be overshadowed, the SWAC's Florida A&M vs. Jackson State showdown on Valentine's weekend brings plenty of heart-pounding energy—offering fans



HBCU GO SPORTS 2026 SCHEDULE
WOMEN'S & MEN'S BASKETBALL

FLORIDA A&M @ BETHUNE-COOKMAN JANUARY 3 - 1PM ET W&M DOUBLEHEADER	BOWIE STATE @ FAYETTEVILLE STATE JANUARY 10 - 1PM ET W&M DOUBLEHEADER
KENTUCKY STATE @ CENTRAL STATE JANUARY 17 - 1PM ET W&M DOUBLEHEADER	ALABAMA A&M @ TEXAS SOUTHERN JANUARY 24 - 1PM ET W&M DOUBLEHEADER
LIVINGSTONE @ WINSTON-SALEM STATE JANUARY 31 - 1PM ET W&M DOUBLEHEADER	SPRING HILL @ SAVANNAH STATE FEBRUARY 7 - 1PM ET W&M DOUBLEHEADER
FLORIDA A&M @ JACKSON STATE FEBRUARY 14 - 1PM ET W&M DOUBLEHEADER	VIRGINIA UNION @ VIRGINIA STATE FEBRUARY 21 - 1PM ET W&M DOUBLEHEADER
BETHUNE-COOKMAN @ SOUTHERN FEBRUARY 28 - 1PM ET W&M DOUBLEHEADER	BETHUNE-COOKMAN @ FLORIDA A&M MARCH 7 - 1PM ET TAPE DELAY

VISIT [HBCUGO.TV](https://hbcugo.tv) TO LEARN MORE

'HBCU GO' ANNOUNCES 20-GAME 2026 BASKETBALL SCHEDULE. 10 Weeks of Must-See Women's and Men's Double-Header Matchups Across CCAA, SIAC, and SWAC, with Expanded Distribution to Millions of Fans; 2026 Season Debuts on Saturday, January 3, 2026.

high stakes with no love lost between these two universities.

“HBCU basketball is simply the best, and this new season is well-positioned to take these highly-competitive teams to the next level,” said Byron Allen, Founder/Chairman/CEO of HBCU GO parent company, Allen Media Group. “Every week, fans will experience and witness excellent athleticism and must-see women’s and men’s sports.”

This season also marks the celebrated return of the HBCU GO Sports Crossover Show, hosted by Jasmine McKoy, Nicole Hutchison, and Tolly Carr. Premiering immediately after each women’s game, the HBCU GO Sports Crossover Show provides the HBCU community with an energizing, in-depth weekly look at HBCU sports and culture.

As the premier broadcast partner of the CIAA, SIAC, and SWAC, HBCU GO is committed to elevating Black college sports with premium coverage, insightful commentary, and robust storytelling across global platforms.

HOW TO WATCH:

Fans can catch all the action on multiple platforms:

- Broadcast television syndication in major U.S. TV markets, including New York, Los Angeles, Chicago, Philadelphia, Dallas, Atlanta, and more (check local listings)
- TheGrio Television Network
- Network streaming platforms:
- The HBCU GO mobile app & HBCUGO.tv
- Amazon Prime Video
- Free-streaming platforms including Local Now
- Armed Forces Network
- FanDuel TV



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ABOUT HBCU GO

HBCU GO is a cultural lifestyle destination and leading sports media provider that embraces and represents the voice of Black Excellence every day of the year through an all-new platform that captures the rich history, diversity, perspectives, and cultural experiences at Historically Black Colleges and Universities (HBCUs). HBCU GO also provides a platform for emerging creatives in media production, branding, and broadcasting. We offer our viewers the best in live sports, original series, documentaries, films, comedy, and edutainment

programming produced by African American leading producers, directors, and students from select HBCUs. Launched in 2012, the free-streaming service HBCU GO was purchased by Byron Allen in 2021 and is part of Allen's Allen Media Group (AMG). Headquartered in Los Angeles, AMG has offices in New York and Atlanta. AMG owns/operates 27 ABC-NBC-CBS-FOX network affiliate broadcast television stations in 21 U.S. markets and ten 24-hour HD television networks serving nearly 300 million subscribers: THE WEATHER CHANNEL, PETS.TV, COMEDY.TV, RECIPE.TV, CARS.TV, ES.TV, MYDESTINATION.TV, JUSTICECENTRAL.TV, THEGRIO TELEVISION NETWORK, and HBCU GO. Allen Media Group also owns the digital streaming platforms HBCU GO, SPORTS.TV, THEGRIO, THE WEATHER CHANNEL STREAMING APP, and LOCAL NOW--the free-streaming AVOD service, which delivers real-time, hyper-local news, weather, traffic, sports, and lifestyle information. For more information, visit www.allenmedia.tv

Eric Peterkofsky / Tosha Whitten
Allen Media Group/HBCU GO
eric@es.tv / tosha@frontpagefirm.com

A promotional graphic for HBCU GO Sports. It features four basketball players in action: a man in a red jersey, a woman in a black jersey, a man in a white jersey with 'BULLDOGS 10' on it, and a woman in a white jersey. The text 'HBCU GO SPORTS' is in the top right, followed by 'COURTSIDE VIBES' and 'HBCU PRIDE' in large, bold letters. Below that, it says 'MEN'S & WOMEN'S BASKETBALL BEGINS JAN 3RD'. At the bottom right, there's a small orange box that says 'WATCH ON HBCUGO' and 'OR CHECK YOUR LOCAL LISTINGS'. The background is a light purple and white gradient with a basketball court pattern.

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