

Chicago's Urban Grind TV Celebrates 30th Season as the Midwest's Longest-Running Hip-Hop TV Show

Marks 16th Anniversary, 28 Industry Awards, 8 Chicago Music Awards & Over 700 One-Hour Episodes



Chicago, Illinois Jun 23, 2025 ([IssueWire.com](https://www.issuewire.com)) - Urban Grind TV, founded by military veteran, author, and music industry veteran Wally Lockard III, proudly launches its 30th season—and commemorates 16 years on the air—with a special celebration of its deep roots in Chicago's hip-hop culture. Since 2009, UGTV has:

- **Longest-Running Hip-Hop TV Show in the Midwest:** 30 seasons of in-depth interviews, live performances, and original series
- **Produced over 700 one-hour episodes** of compelling urban music and culture content
- **Earned 28 industry awards**, including the Cultural Impact Award, Chi-Town Legends Award, a Chicago Business Award, and **8 Chicago Music Awards for Best Music TV Show**

- **Secured a Billboard plaque** and a dozen iTunes charting plaques for featured singles and episodes

Every Wednesday at 11 PM CT, viewers can catch **new episodes** on Comcast & Astound TV Channel 25—or stream on Roku, Apple TV, and Amazon Fire TV—reaching over 500,000 monthly viewers.

“From day one, our mission has been to shine a spotlight on authentic voices in hip-hop and to tell the Chicago story with integrity,” said Wally Lockard III, Executive Producer and Founder of Urban Grind TV. “Reaching our 30th season and 700+ episodes is a testament to the artists, partners, and viewers who’ve grown with us.”

Key Highlights & Brand Expansion

- **Major Artist Features:** Showcasing legends and rising stars—Snoop Dogg, J. Cole, Lil Durk, DDG, and more—across TV and streaming platforms.
- **Urban Grind Radio:** Syndicated coast-to-coast, now reaching over **400,000 listeners monthly** with exclusive interviews and music business insights.
- **UGTV Management & Distribution:** A full-service division offering artist development, music distribution, and marketing solutions.
- **Signature Series Lineup:** “OGs of Hip-Hop,” “Mind Over Men,” “Behind the Grind,” “UGTV Jams,” “Models (Interviews & Photoshoots),” and “**UGTV Laughs.**”

Join the Anniversary Celebration

Media members, influencers, and cultural commentators are invited to cover UGTV’s milestone—featuring exclusive interviews with Wally Lockard III, behind-the-scenes studio tours, and special guest artist appearances. Help us tell the story of how a Chicago-based passion project evolved into a multi-platform cultural institution.

About Urban Grind TV

Urban Grind TV is a 28-time award-winning media company dedicated to showcasing urban music, culture, and entrepreneurship. Headquartered in the Chicago area, UGTV airs weekly studio tapings on Wednesdays and broadcast premieres at 11 PM CT on Comcast & Astound TV Channel 25, with streaming available on Roku, Apple TV, and Amazon Fire TV.

For press credentials, interview requests, or more information, please contact Wally Lockard III, author and music industry veteran, at 1-888-380-1913 or wally@urbangrindtv.com.

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