



NEWS RELEASE

Entravision Makes History with First AI Co-hosted Spanish Radio Show in the US, “Al Aire y Sin Permiso”

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Primetime morning show, featuring Geraldine “GeeGee” Guzman and the first Latino AI radio host Coyotec, drives record growth

BURBANK, Calif.--(BUSINESS WIRE)-- Entravision Communications Corporation (NYSE: EVC), a leading media and advertising technology company, announced the success of Al Aire y Sin Permiso on José 97.5 FM in Los Angeles. The innovative program, co-hosted by LA native GeeGee and Coyotec—the industry’s first Latino AI-powered radio personality—has helped redefine Spanish-language radio by blending cutting-edge technology with authentic human connection.

GeeGee & Coyotec - A Dynamic Duo leading new conversations in Los Angeles

The show reflects Entravision's commitment to innovation,

exploring how emerging technologies can enhance creativity, expand storytelling, and create new ways to inform, entertain, and connect with the communities it serves. Al Aire y Sin Permiso is where innovation meets cultura.

At the center of the show's success is the unique chemistry between its two hosts. Coyotec brings curiosity, humor, and the ability to rapidly process information, identify trends, and connect ideas in unexpected ways. Gee Gee—affectionately known as "Prima GeeGee" by Coyotec—provides the heart of the show, grounding each discussion with authenticity, emotional intelligence, and a deep connection to the LA community. Together, they create a one-of-a-kind listening experience that feels authentic, culturally relevant, and uniquely entertaining.

“After ten years in LA radio, I know true connection,” said Al Aire Sin Permiso co-host GeeGee Guzman. “As part of the first-ever AI radio show, we’re breaking completely new ground. It’s a space where tech meets the streets of LA,



keeping our audience locked into a conversation that literally no one else is having."

Introduced in September 2025, Coyotec was created under the leadership and collaboration of Eduardo Maytorena, President of Audio, and LeaAnna Hernandez, EVP of AI Strategy at Entravision.

"At its core, this show is about possibility," said Hernandez. "We want listeners to feel curious about technology, empowered to explore it, and inspired by what it can help them achieve. Latinos have always been creators, innovators, and resilient problem-solvers. *Al Aire y Sin Permiso* celebrates that spirit and reminds us that we're not just participating in the future—we're helping shape it."

The audience response has been equally impressive. Following a two-hour expansion in April 2026, *Al Aire y Sin Permiso* has continued to gain momentum, significantly outperforming broader market trends and attracting younger Hispanic male listeners at a rate well above the overall market. According to Nielsen Audio, Los Angeles Audio Metro:

- Hispanic Males 25–54: +75% vs. total Hispanic market average of +4%
- Hispanic Males 18–49: +59% vs. total Hispanic market average of +6%
- Hispanic Males 18–34: +53% vs. total Hispanic market average of +1%

Source: Nielsen Audio, Los Angeles Audio Metro. M–F 8a–10a. Average Weekly Cume — April 2026 vs. March 2026.

"For years, radio has been sold as inventory. We believe the future is about experiences, storytelling, and audience connection," said Maytorena. "The Latino audience has always embraced great personalities, culture, and innovation. What makes *Al Aire y Sin Permiso* so exciting is that it brings all three together. We're creating a new model where technology expands creativity, human personalities remain at the center of the experience, and advertisers have new ways to connect authentically with consumers."

Tune in to *Al Aire y Sin Permiso* Monday through Friday from 8:00 a.m. to 10:00 a.m. PT on José 97.5 FM Los Angeles or stream on elboton.com

About Entravision

Entravision (NYSE: EVC) is a media and advertising technology company. In the U.S., we provide video, audio and digital marketing services to local and national advertisers through a portfolio of television and radio stations and digital advertising services that target primarily Latino audiences. Our advertising technology business provides programmatic advertising technology and services to advertisers and app developers on a global basis. Entravision is the largest affiliate group of the Univision and UniMás television networks. Shares of Entravision Class A Common Stock trade on the NYSE under the ticker: EVC. Learn more about us at entravision.com.

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