



NEWS RELEASE

Entravision Scales Industry-First AI Latino Radio Show "GeeGee & Coyotec" into 5 New Markets Across the Fuego Network

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Following audience growth in Los Angeles, the dynamic human-AI duo expands into a multi-market, English-infused bicultural format tailored for bilingual audiences.

BURBANK, Calif.--(BUSINESS WIRE)-- Entravision (NYSE: EVC), a leading media and advertising technology company, today announced the multi-market expansion of its groundbreaking AI-co-hosted show starring Geraldine "GeeGee" Guzman and Coyotec, the industry's first Latino AI radio personality. Beginning Monday, August 3rd, the duo brings their signature chemistry, culture, and high-energy format to five new key markets across Entravision's premier Fuego Network, which targets one of the fastest rising consumers: bicultural & bilingual Latinos.

GeeGee & Coyotec is the first human-AI Latino personality show on a bilingual radio format.

Building on the proven track record of their hit show *Al Aire y Sin Permiso* on José 97.5 FM in Los Angeles—which drove audience growth, particularly among younger Hispanic male listeners—the program is scaling up to reach a broader, highly engaged bicultural audience. To align with the vibe & sound of the Fuego Network, the expanded show features an increased English-language mix, tapping into the natural, bilingual energy of young Latino listeners alongside the hottest Latin Urban and Música Mexicana hits.

The show is now airing across the following Fuego stations in these markets:

- Sacramento, CA – FUEGO 101.9 (10:00 AM – 12:00 PM PDT)
- Las Vegas, NV – FUEGO 92.7 (10:00 AM – 12:00 PM PDT)
- Modesto, CA – FUEGO 98.9 (10:00 AM – 12:00 PM PDT)

- Palm Springs, CA – FUEGO 103.5 (10:00 AM – 12:00 PM PDT)
- McAllen, TX – FUEGO 99.5 (1:00 PM – 2:00 PM CDT)

"This expansion is a prime example of how content innovation drives our industry forward," said Eduardo Maytorena, President of Audio. "GeeGee and Coyotec represent the future of multi-market audio—delivering authentic culture, seamless versatility, and unmatched value for our brand partners."

Bridging Human Talent and AI

At the heart of the expansion is the ability to adapt cutting-edge AI technology to diverse regional audiences while preserving authentic human connection.

"Hearing GeeGee and Coyotec together in English has been one of the most exciting parts of this expansion," said LeaAnna Hernandez, EVP of AI Strategy. "We intentionally created Coyotec to be our 'amigo inteligente' (intelligent friend)—a trusted companion that informs, entertains, and connects with listeners. Their chemistry shows how naturally AI can adapt when paired with great talent, and it's a powerful reminder that AI isn't limited to a single language, platform, or audience."

A Home for Bicultural Listeners

For lead host Geraldine "GeeGee" Guzman, stepping onto the Fuego Network represents a natural evolution in reflecting how modern bicultural audiences communicate.

"For me it's less about switching gears and more about getting to show up as my full self," said GeeGee Guzman. "So many of us grew up bouncing between English and Spanish without even thinking twice about it. So getting to bring that same energy to Fuego feels like a blessing honestly, like I finally get to sound like the people who raised me. I'm thankful for the opportunity to grow with an audience that already feels like home."

By pairing human emotional intelligence with AI's ability to rapidly adapt, process information, and scale across regions, Entravision continues to redefine the future of localized radio with national and cultural impact.

About Entravision

Entravision 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 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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