



Press Release
08.15.2022

U.C.I.S.D names UvaldeRadio.net its official Live Broadcast Partner for the 2022 Uvalde Coyotes Football Season

UVALDE, Texas - The Uvalde Consolidated Independent School District has named UvaldeRadio.net its official live broadcast partner for the upcoming Uvalde Coyotes football season, as the station will air in-game, play-by-play action for all varsity home and road matchups.

Headlining "The Coyote Pack" broadcast, which will also include pre-, post- and halftime shows, are the father and son duo of Simon Ortiz and Al Ortiz, respectively. Al Ortiz will serve as the play-by-play announcer, while Simon Ortiz - a former Coyote football player - will provide color commentary. UvaldeRadio.net, a frequent collaborator and supporter of the school district, takes over the broadcasts for the first time as the only locally-based radio station in the Uvalde area.

"I grew up listening to Coyotes Football broadcasts in the 1980s," said Robert Miguel Rodriguez, UvaldeRadio.net Owner and Operator. "Coming home after more than two decades in radio in the Dallas market, I was also honored to work for the Uvalde FM station for a few years, running the old Coyotes broadcast behind the scenes. Now we get to open up these broadcasts to anyone in the world who has internet access. I'm excited to honor the legacy of the previous broadcast teams, all while embracing a new, energetic and modern format that aims to bring listeners a big market sound."

"The Coyote Pack" broadcast can be heard every Coyotes Game Day, with a pre-game show starting 30 minutes before kickoff. In addition to live play calling, the broadcast will also include a halftime show, and a 30 minute post-game analysis and review component. Segments across the board will include interviews with former Coyotes, weather updates, injury reports, interviews with coaches, player and play of the game, and more.

UvaldeRadio.net first launched mid-July 2019, dedicating its programming to a wide range of genres, but has since shifted its entire programming to country music, specifically Texas and Red Dirt Country, and Nashville country from the 90s to now. The station can be heard at any time on popular apps such as Live365 Broadcasting, myTuner Radio, Online Radio Box, and Simple Radio.

The station has also accumulated multiple accolades and milestones in its three-year history, highlighting its measured success in just a short period of time. Recognitions have included being named a finalist for the 2021 and 2022 Texas Country Music Awards in the Internet Radio Station of the Year category, and nabbing the title of Best Internet Radio Station in the 2021 Texas Internet Radio Chart Awards.

The On-Air Personalities

Raised in Uvalde, Simon Ortiz is a Uvalde High School graduate, Class of '76. He donned the legendary maroon and white jersey - no. 67 specifically - during his time as a Coyote, playing left guard in his sophomore and junior seasons, earning All-District Honorable Mention in his last year.

Ortiz graduated in his junior year, eventually earning a bachelor's degree from Angelo State University in 1979. Although he left early, his heart has always been in Uvalde, owning a second home in his hometown since 2002. He returned to Uvalde for good in March 2021.

In his professional career, he worked in the corporate world for almost a decade as an accountant while holding a CPA license, and owned and operated adult day health centers for 28 years after that. During that time, he also served on the state Adult Health Association Board for 20 years, national Adult Health Association Board for four years, and served as chairman of the public policy committees of both associations, advocating for the elderly on both the state and national levels.

“After we retired, my wife and I were raring to get back to Uvalde and get reintegrated into our hometown” Ortiz said. “As a former Coyote football player, I know how special this time of year is for our community. Football season is back, and I’m ready to howl again to add as much insight as I can for our listeners. I’m almost jumping out of my skin in excitement and am indescribably honored and privileged to be part of this new chapter in Coyote history.”

While not a Uvalde native, Al Ortiz grew up visiting Uvalde frequently to see family and friends. Always considering the area as his second home, he made it his full time home in 2018. A PR professional with 15 years of experience in the media world, he attended Syracuse University, earning a bachelor's degree and becoming a reporter right after graduation.

He has since worked with high level sports organizations including the Houston Rockets, Houston Dynamo, the Super Bowl LI Host Committee, NBA Cares, and more. Ortiz is also the voice of the Mancave Minute Sports Update on UvaldeRadio.net, a segment he has hosted for more than two years.

“Uvalde was always a sanctuary for me growing up, and it instilled an abundance of memories and lessons that made me who I am today,” Ortiz said. “I do my level best to look for any way to give back to this community, and that’s a priority for my family now more than ever. I hope I do my predecessors justice and fill their shoes as seamlessly as possible. To be a voice of the Coyotes is something I’ve always wanted to do, and I’m utterly grateful for the opportunity to contribute to that legacy.”

The broadcast is currently seeking and accepting sponsorships for the upcoming season. For more information on becoming a sponsor, contact Robert Miguel Rodriguez at 214-986-9668 or at robertmiguel@uvalderadio.net.

About UvaldeRadio.net:

UvaldeRadio.net is designed to provide a platform for elevating the voices, narratives, and cultures of Uvalde. Programming is dedicated to country music, including Texas and Red Dirt Country, and Nashville hits from the 90s to now. The station also plays any and all artists relevant to Uvalde County and proudly features the music of artists that are scheduled to perform at area venues and upcoming events and festivals. Local content and features can be heard every hour from a revolving cast of significant members of the community.

UvaldeRadio.net also launched a sister station in July 2021, Uvalde Radio ROCKS, the only hard rock station serving Uvalde, Texas. Both stations strive to bring attention to all the individuals that make the City of Uvalde thrive.