



# DeDe



**REAL + FUNNY  
MORNINGS**



**OPPORTUNITY IS  
KNOCKING NOW!**



# IT'S TIME...



## DEDE IS COMING TO YOUR MARKET!

Ready to support your station.  
Be your partner. Embrace your audience.  
Drive your ratings. Drive your local revenues.

Listen closely and you will hear the winds of change. A shift in momentum occurs and often others don't notice it immediately.

But momentum is indeed changing.

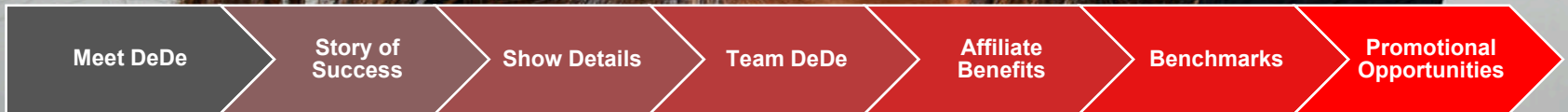
Morning Drive Radio will have a fresh new face.

Contemporary.  
Fresh. Compelling.  
Proven. Original.  
Driven. Inspiring.

Open your minds.  
Expand your brand.

  
**THE QUEEN  
OF MORNING  
RADIO!**

# AGENDA



# MEET DeDe McGuire



## DeDe McGuire

Host  
*"DeDe in the Morning"*

#1 K104 Dallas

Former Co-Host of  
National Syndicated  
*"The Doug Banks Show"*



## The Queen of Real & Fun

Winner

Leader

Entrepreneur

Brand

# DeDe in the Morning

**Weekday Mornings**  
**5AM - 10AM ET**  
Weekends:  
4 Hour "Best of" Available



**George "Geo" Cook**  
Brand Manager/  
Program Director



**Lady Jade**



**Michael Shawn**



**Producer Gary**

# Meet TEAM DeDe



**GEO COOK**

Brand strategist and content curator for the world famous K104. 100% supportive of DeDe and affiliates. Well Respected industry visionary.



**MICHAEL SHAWN**

Comedian with deep roots in comedy and entertainment. Available to host affiliate remotes and comedy events. Brings male perspective.



**LADY JADE**

Highly relatable to the show's target demo. Competitive and high energy. Lady Jade is willing to challenge DeDe.



**PRODUCER GARY**

Show Director for DeDe and former Producer of morning legends Steve Harvey, Tom Joyner and Doug Banks.

# SUCCESS



Fast-Paced &  
Really Funny



Exciting &  
Fun Execution



Strong & Consistent  
Benchmarks



Relatable Life Content,  
Real — Fun Experiences



**Proven Winner led by  
DeDe McGuire!**

# SUCCESS



» **National  
Success**



» **K104**   
**Ratings  
Success**



**#1**  
A18-34  
W18-34  
A18-49

**#1**  
IN KEY  
DEMOS  
**VS.**  
DIRECT  
COMPETITION



# SUCCESS



## THE QUEEN OF MORNING RADIO

vs. DIRECT COMPETITORS



*Dallas Success Story ready for Primetime!*

# SUCCESS



## Surging in Dallas vs the **ENTIRE** Market!

K104 AMD\* — DeDe in the Morning

**FUNNY  
WINS!**



DeDe In the Morning performs vs. **ALL genres** enabling your station to take share from all formats.

\*February 2018

# SUCCESS IN DALLAS



» Nielsen  
Dallas Metro

Ratings

**BOOM!**

Ratings

**BOOM!**

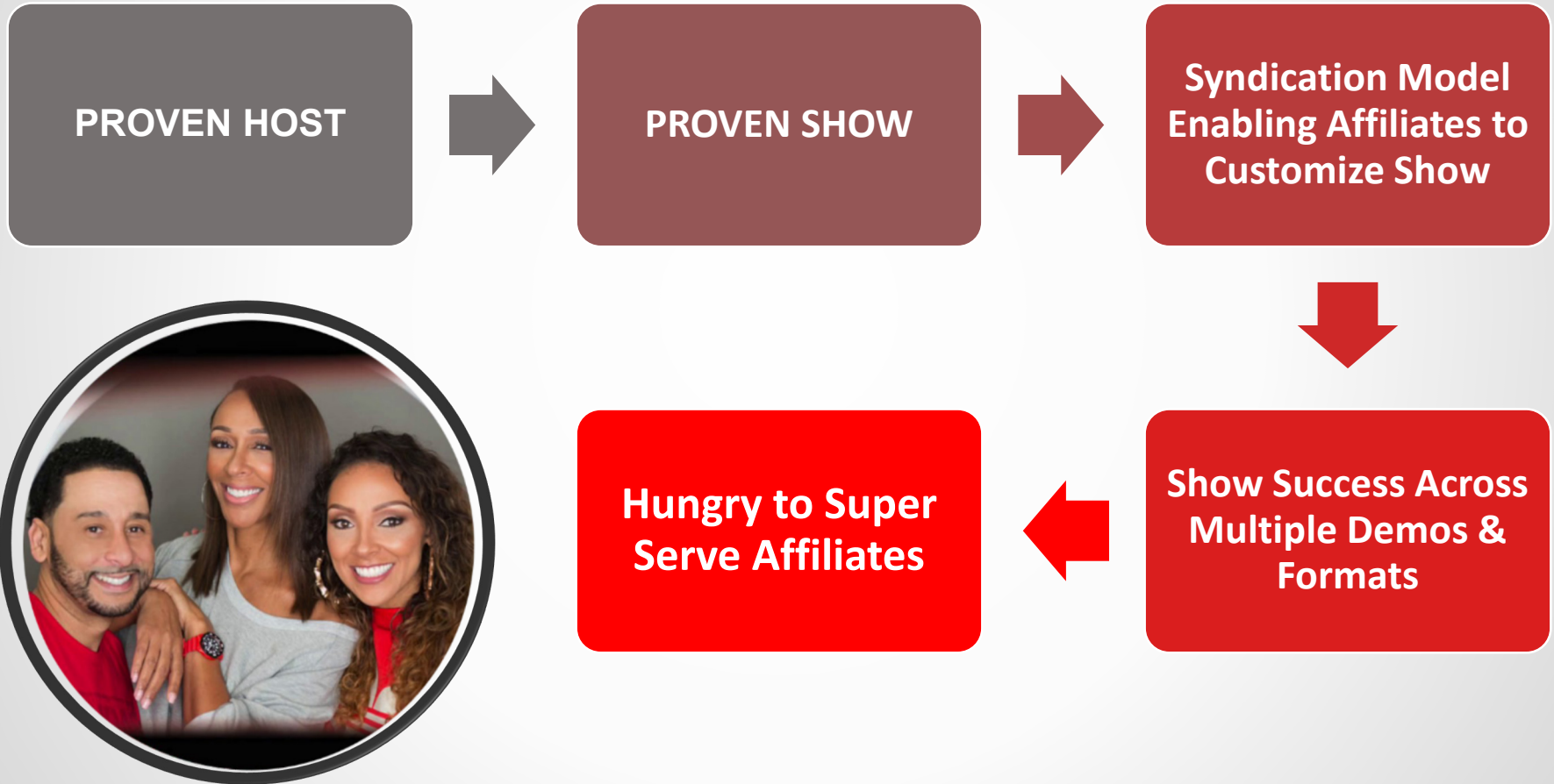
K104  
Marketshare



**BOOM!**



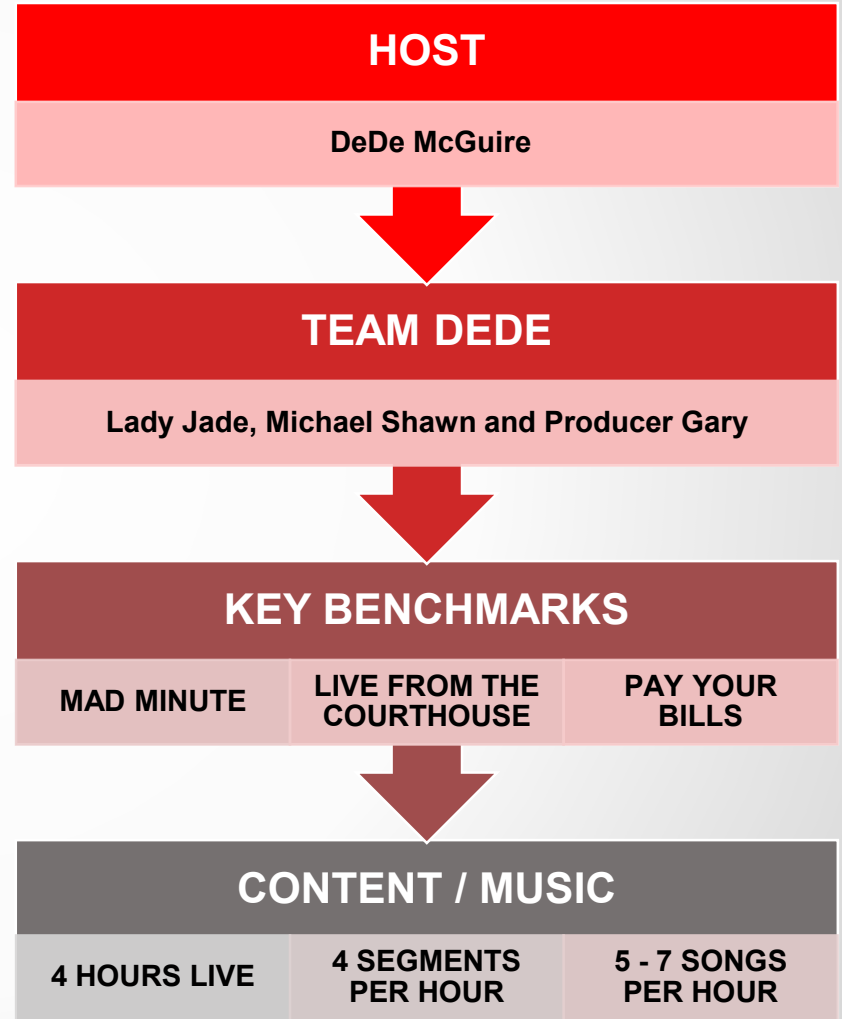
# THE SHOW — BENEFITS



# THE SHOW — DETAILS



- Compelling
- Contemporary
- Innovative
- Funny
- Relatable



# PROMOTIONAL OPPORTUNITIES



## MARKET VISITS



**Michael Shawn**  
Comedic Visits to  
Your Market



**Lady Jade**  
"What You  
Doin" at the  
Courthouse?!



**"Pay Your  
Bills"**  
Contest  
Locally

# SHOW BENCHMARKS



## BENCHMARKS



**Mad Minute Prank Call**



**What You Doin' At The Courthouse?**



**DeDe's Date Fail**



**We Da Worst Wednesdays**

## CONTESTING



**DeDe's \$1,000 Minute**



**DeDe Pays Your Bills**



**DeDe's Ca\$h Out**



**DeDe's Free Christmas Cash**

# SOCIAL MEDIA



@dedeinthemorning



#IWAKEUPWITHDEDE #DEDEMAKESMELAUGH #JUSTKEEPLISTENING

[WWW.DEDEMAKESMELAUGH.COM](http://WWW.DEDEMAKESMELAUGH.COM)





# SHOW VIDEO



WATCH YouTube

A promotional graphic for the show 'DeDe in the Morning'. The title 'DeDe' is written in a large, red, bubbly font, with 'in the Morning' in a smaller, red, cursive font below it. To the left of the text is a photograph of three hosts: a man in a red shirt, a woman in a grey top, and another woman in a red top. To the right of the photo, the text 'MONDAY-FRIDAY 6AM-10AM' is displayed in a bold, black, sans-serif font. Below the text is a large red play button icon. The entire graphic is framed by a white background with black rounded corners.



# DeDe in the Morning

Weekday Mornings  
5AM - 10AM ET  
Weekends:  
4 Hour "Best of" Available

**For Affiliate Information  
Call Compass Media Networks  
914-600-5099**



**Add DeDe In The Morning Today!**