

## DEDE IN THE MORNING



**FORMAT** 

**URBAN** 

**CORE DEMO** 

**ADULTS 18-49** 

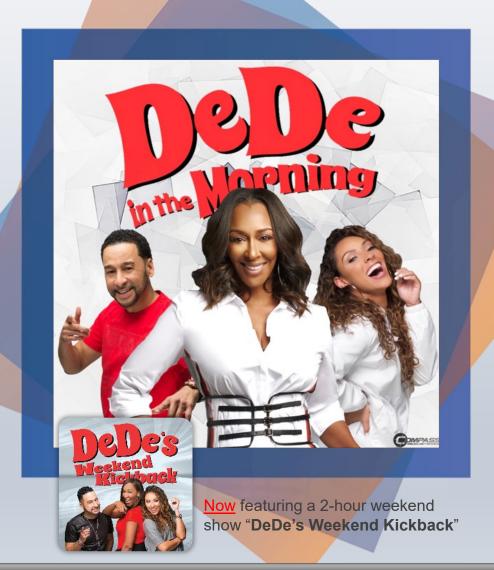
**DAYPART** 

**MON-FRI AM DRIVE** 

## **BENEFIT**

HIGH-ENERGY
MORNING DRIVETIME
PROGRAM
FEATURING ONE OF
THE HOTTEST STARS
IN URBAN RADIO.

VOICED READS AND SPONSORSHIPS AVAILABLE





Hosted by DeDe McGuire with cohost Lady Jade and comedian Michael Shawn, DeDe In The morning is a rapidly growing, top-rated urban morning show featuring a mix of the silly and the serious, along discussions ranging from news topics, hip-hop culture, and community events.