

DEDE IN THE MORNING



FORMAT

URBAN

CORE DEMO

ADULTS 18-49

DAYPART

MON-FRI AM DRIVE
WEEKENDS – 2 HRS

BENEFIT

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

VOICED READS AND
SPONSORSHIPS
AVAILABLE



Featuring a 2-hour weekend show
“DeDe’s Weekend Kickback”

ABOUT THE SHOW



Hosted by
DeDe McGuire
with co-hosts comedian
J.J. Williamson, Kita Rose,
and J-Kruz —
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.