



**Opportunity is Knocking Now!**

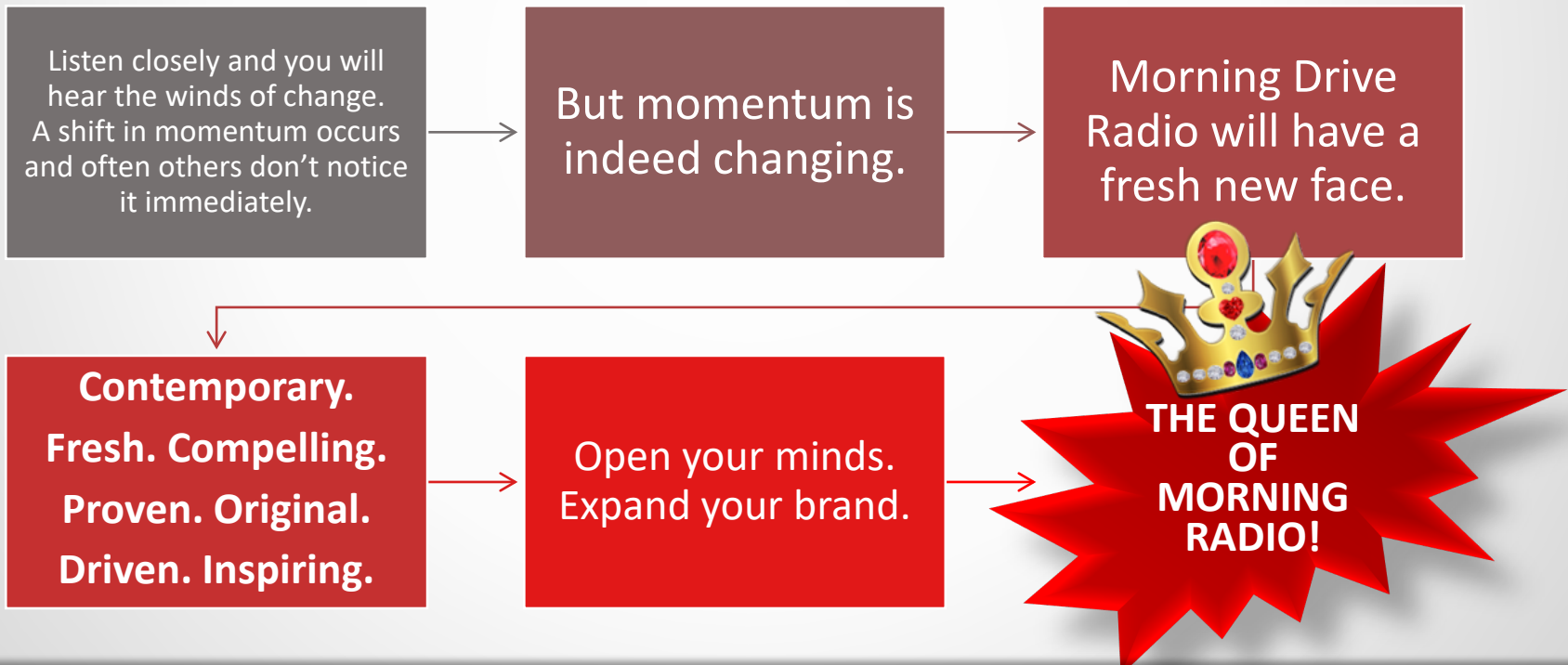


# IT'S TIME...

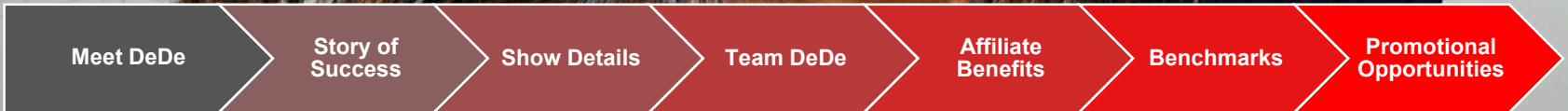


## THE DEDE SHOW IS COMING TO YOUR MARKET!

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



# 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

# TEAM DeDe



# DeDe in the Morning

5AM – 10AM ET



**George "Geo" Cook**

Manager/Program Director  
K104/KKDA-FM 104.5  
Service Broadcasting



**Lady Jade**



**Michael Shawn**



**Producer Gary**

# Meet TEAM DeDe



**GEO COOK**

Visionary of the world famous K104. 100% supportive of Team DeDe and affiliates. Very well respected industry veteran.



**MICHAEL SHAWN**

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



**LADY JADE**

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



**PRODUCER GARY**

Long-time friend and colleague of DeDe; former producer of *The Doug Banks Show*.



# SUCCESS



**DeDe Makes  
You Laugh!**



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



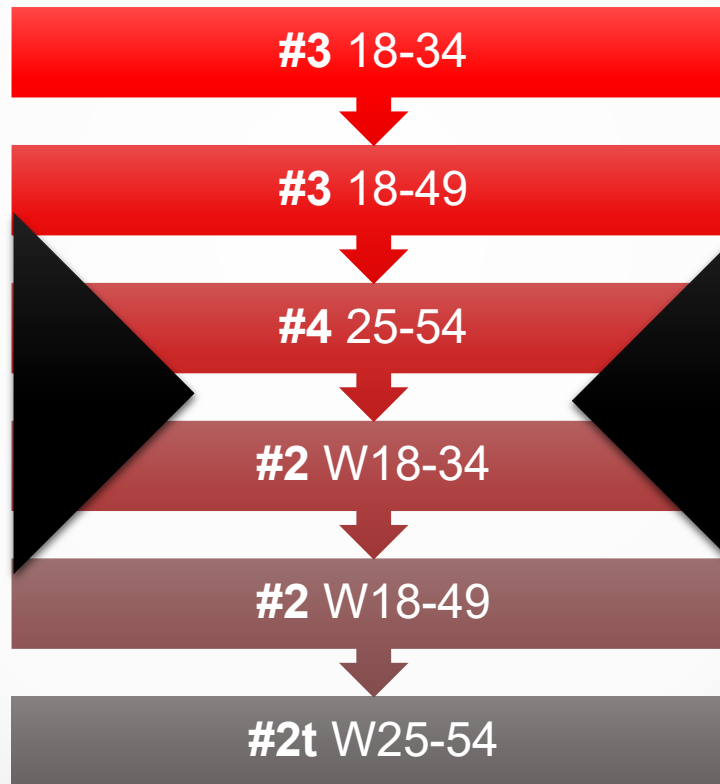
*Dallas Success Story ready for Primetime!*

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





# THE SHOW — BENEFITS



PROVEN HOST



PROVEN SHOW



Syndication Model  
Enabling Affiliates to  
Customize Show



Show Success Across  
Multiple Demos &  
Formats



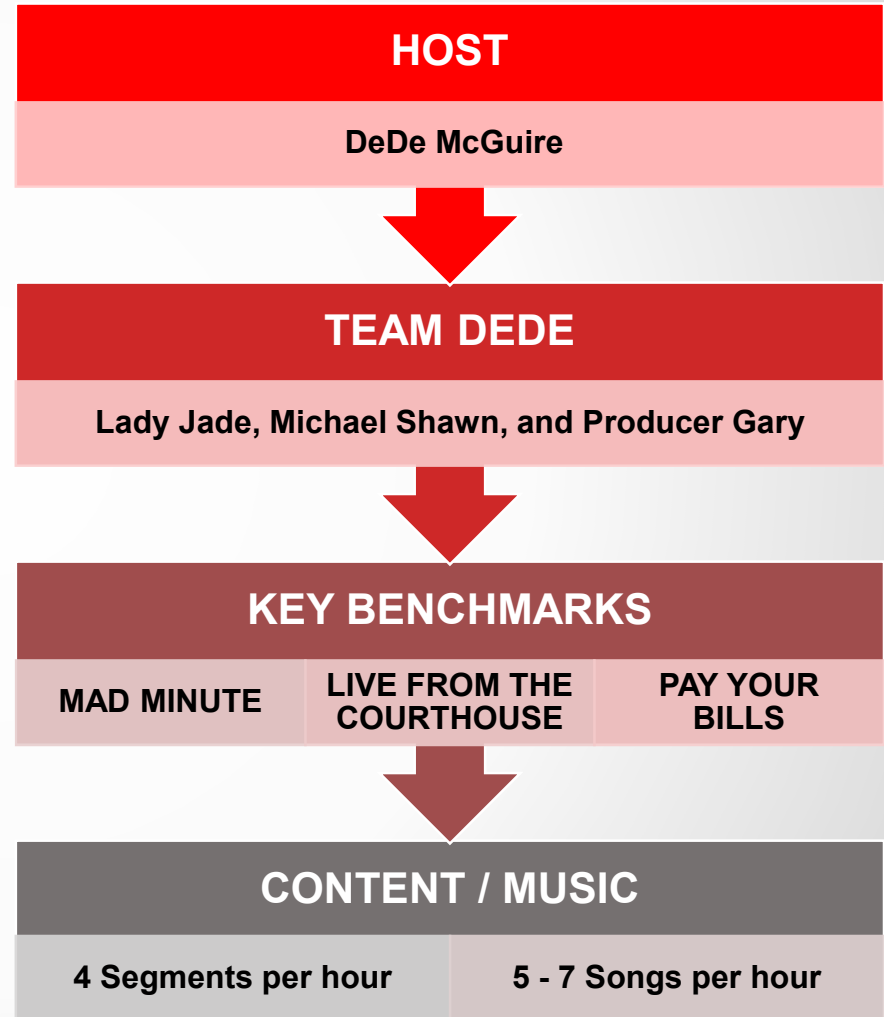
Hungry to Super  
Serve Affiliates



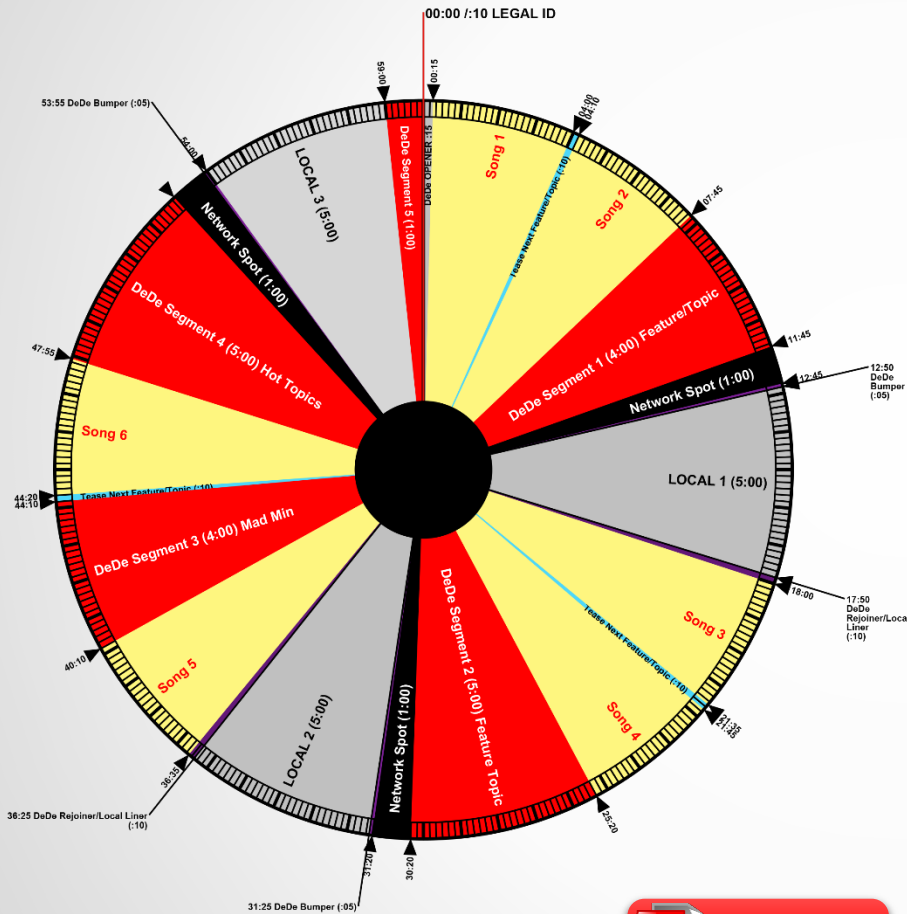
# THE SHOW — DETAILS



- Compelling
- Contemporary
- Innovative
- Funny
- Relatable

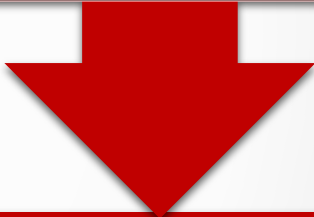


# THE SHOW — CLOCK



**Delivery**

FTP via Synchronicity.co



**Affiliates**

Play 5-7 Local Songs per hour

Customize All Promos, Bumpers and Sweeps



# THE SHOW — WEEKENDS



# DeDe's Weekend Kickback

*DeDe's Weekend Kickback* for:

- ✓ **Hip-Hop** with music
- ✓ **R&B/Urban AC** with music

## FEATURES :

- » **Date Fail** – A first date that didn't end well. Why?
- » **Comedy Corner** – Highlights established up and coming comedians
- » **Mad Minute** – Prank calls
- » **DeDe Hot Topics** – What is happening in the world
- » **What You Doin' at the Courthouse with Lady Jade** – Interview from the steps of the courthouse

Segments Only



# 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**



# TESTIMONIALS



*The show sounded fantastic this morning. All the time and effort put into personalization etc. made it sound so warm and inviting. Little things, like the show incorporating a Wisconsin news story this morning, did not go unnoticed. We appreciated the way DeDe introduced the co-hosts of the show, making sure our audience knew what was going on. AND, the show overall was SO entertaining...upbeat, funny, thought-provoking. LOVED it. I'm hooked! We could not have asked for a better launch. Thank you and everyone on the team for all the support in making this such a great first morning.*

**—Annmarie Topel, President,**  
*Milwaukee Radio Group, Launch Day, July 30, 2018*





WATCH YouTube

# DeDe in the Morning



**MONDAY-FRIDAY  
6AM-10AM**







# **DeDe** **in the Morning**

**DeDe Makes  
you Laugh Every  
Morning!**

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



**Add DeDe In The Morning Today!**