



2020
OFFICIAL PRESS KIT

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BIO

DeDe McGuire, the hardest working woman in radio. A trailblazer and industry leader who has been entertaining radio audiences for years.

Entertaining, empowering, and enlightening are just a few words that describe the powerhouse media mogul. This talented and award winning personality is one of only a few women nationwide to have her own morning show. After co-hosting the nationally syndicated radio program "The Doug Banks Show", DeDe now hosts her own nationally syndicated radio show, "DeDe in the Morning", heard weekday mornings on KKDA/K104 Dallas, Texas.

DeDe has appeared on The Steve Harvey Talk Show, CNN, FOX, Oxygen and BET and has interviewed world leaders from President Obama, to Hillary Clinton, to celebrities such as Jay Z and Beyonce. She is a philanthropist, community activist, mentor and volunteer. DeDe McGuire strives to continue being a popular media personality, strong working woman and entrepreneur.

She has been recognized within her industry and community. Some of her accolades include the International Black Broadcasters (IBBA) Lifetime Achievement Award; winner of The Elite News Communications Award; Shades of Success Honoree; and named one of the Top 25 Women in Dallas by Rolling out Magazine.

DeDe continues to give back to the community through countless non-profit organizations and scholarships such as the Women Called Moses, Beauty and Brains' DeDe McGuire Scholarship and as the Community Ambassador for Dress for Success Dallas. In March 2018, she inaugurated DeDe's Women's History Month Kickoff Luncheon benefiting Girls Inc. Dallas and Dress for Success Dallas. DeDe launched her own non-profit in September 2018 - The DeDe McGuire Foundation that is dedicated to assisting low-income women and mothers with the financial means to further their education.

DeDe enjoys spending time with her husband Chris Allen and their latest family addition, Little Dak Prescott Allen. Listen to KKDA/K104 FM "DeDe in the Morning" live weekdays from 5AM until 10AM CST or you can stream it at www.myk104.com.





RADIO'S PREMIER MANAGEMENT & MARKETING MAGAZINE

DeDe McGuire

HAS BEEN CHOSEN AS ONE OF THE

Most Influential Women in Radio for 2019

The Radio Ink Most Influential Women in Radio list is one of our most important and well-read lists of the year. It's an opportunity to highlight the tremendous accomplishments of female radio talent, as well as those of other successful women, as we recognize many individuals who are doing great things for our industry. The special edition magazine is published in May.



DEDE MCGUIRE
Host of DeDe in the Morning
KKDA (K304) Dallas
Syndicated by Compass Media Networks

DeDe McGuire says she loves radio because it's fun. "I love the freedom it affords me to talk directly to my audience and to receive their feedback. I can interact and connect to the community in a very immediate and intimate way. I love entertaining, informing, and bringing joy and laughter to listeners. Every morning, we are bringing the community together through our relationship on the radio. I have been blessed."

McGuire's advice for anyone starting out in the business: "Take your job seriously, and understand it is a business. I always tell people you can't get into the radio business just to get into the VIP section or to meet celebrities. That may come, but the truth of the matter is, it is a business. Understand the difference between career and business. Learn every position I have been a receptionist, a mid-day jock, a co-host, a music director, and a public service director. It's important to understand how the business works and see it from every vantage point. Learn your craft."

On whether the workplace environment has improved over the past year, "I have always believed a trail and said, 'I am moving forward.' I have certainly seen positive changes in the last five to years."

RADIOINK.COM MAY

QUICK FACTS

- ♦ In 2018, launched The DeDe McGuire Foundation that assists low-income women and mothers with furthering their education by offering financial scholarships
- ♦ Hosts an Annual Women's History Month Luncheon each March that raises money for The DeDe McGuire Foundation; all proceeds benefit The DeDe McGuire Foundation and DeDe's Do-Over Scholarship
- ♦ On the Board of Directors for the non-profit organization Women Called Moses, which provides emergency shelter and services for survivors of domestic violence and raises domestic violence awareness
- ♦ Hosts an Annual Bowl-a-Thon that raises thousands of dollars for survivors of domestic violence; all proceeds go toward supporting the mission of Women Called Moses and their emergency shelter
- ♦ Staunch supporter for various charitable organizations and community outreach programs including UNCF, Dress for Success and HUUH
- ♦ Is a spokesperson for Eberstein & Witherite, LLP (Injury Lawyers), MINT Dentistry and Park Place Motorcars, Spence Diamonds and Squeezed Online
- ♦ Has appeared on The Steve Harvey Talk Show, CNN, Headline News, BET, Oxygen Network, Fox 4 News Dallas, Good Morning Texas on WFAA-TV Channel 8 Dallas, and many other networks as a guest panelist
- ♦ Featured in Essence Magazine, Ebony, Upscale Magazine, Sister 2 Sister, Inside Radio and many more



DEDE IN THE MORNING

Since 2011, DeDe has been the host of "DeDe in the Morning" on K104FM (Dallas, TX). The show is on air Monday through Friday from 6AM until 10AM. Along with co-host Lady Jade and comedian Mike Shawn, the morning show has consistently been a top ratings fixture in the Dallas/Ft. Worth radio market.

Like many morning shows, it's a mix of the silly and the serious, with discussions ranging from news topics, hip-hop culture, and community events, to comedy bits like the "Mad Minute," in which listeners prank-call friends and relatives, stirring them up into bleeped-out freenzies.

Listen to KKDA/K104 FM "DeDe in the Morning" live weekdays from 5AM until 10AM CST or you can stream it at www.myk104.com.

STATS AND FACTS

- ◆ Recently became nationally syndicated through Compass Media Networks
- ◆ Is currently heard on 26 radio stations, 1 local and 25 affiliate stations throughout the U.S.
- ◆ The show is heard on weekday mornings and weekends on select radio stations
- ◆ Consistently dominates the Dallas/Fort Worth ratings
- ◆ Is dominant in the 18-34 female audience



PHILANTHROPY

In 2018, DeDe McGuire launched her 501(c)(3) non-profit organization, The Dede McGuire Foundation. DeDe has always supported non-profits that inspired and empowered women for success. One thing that DeDe noticed was that a lot of women, especially in underserved communities, could not afford to continue or pursue a higher level of education.

The DeDe McGuire Foundation creates stronger families and communities by strengthening the role of women and mothers by offering scholarships to women whose higher education was interrupted or derailed because of family, personal obligations or financial distress.

The Foundation's primary goal is to assist low-income women and mothers furthering their education with financial means. The DeDe McGuire Foundation helps women with a second chance to obtain a vocational, collegiate or university degree.

In March 2018, she inaugurated DeDe's Women's History Month Kickoff Luncheon benefiting Girls Inc. Dallas and Dress for Success Dallas. DeDe also serves as Community Ambassador for Dress for Success Dallas and serves on the Women Called Moses Board.

Other non-profit organizations that DeDe McGuire continues to support are:

- ♦ Women Called Moses (Domestic Violence)
- ♦ Beauty and Brains (Scholarships for Girls)
- ♦ Dress for Success Dallas
- ♦ Helping Us Help Her (Teen Girl Empowerment)
- ♦ THE MINT Foundation (Food Pantry and Child Educational/Mentoring Services)
- ♦ Project 16 DFW (Career Education for Teenagers)
- ♦ Treasured Ladies Club (AIDS Awareness for Girls)
- ♦ Journey of a Young Lady (Transitional Education into Young Womanhood)





SOCIAL MEDIA



35K Followers



42.7K Followers



190.1K Followers



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