

10'S PREMIER MANAGEMENT & MARKETING MAGAZINE™

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THE MOST
INFLUENTIAL
WOMEN IN
RADIO



DEDE MCGUIRE
Host of DeDe in the Morning
KKDA (K104)/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 blazed a trail and said, 'I am moving forward.' I have certainly seen positive changes in the last five-10 years."

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