



Opportunity is Knocking Now!

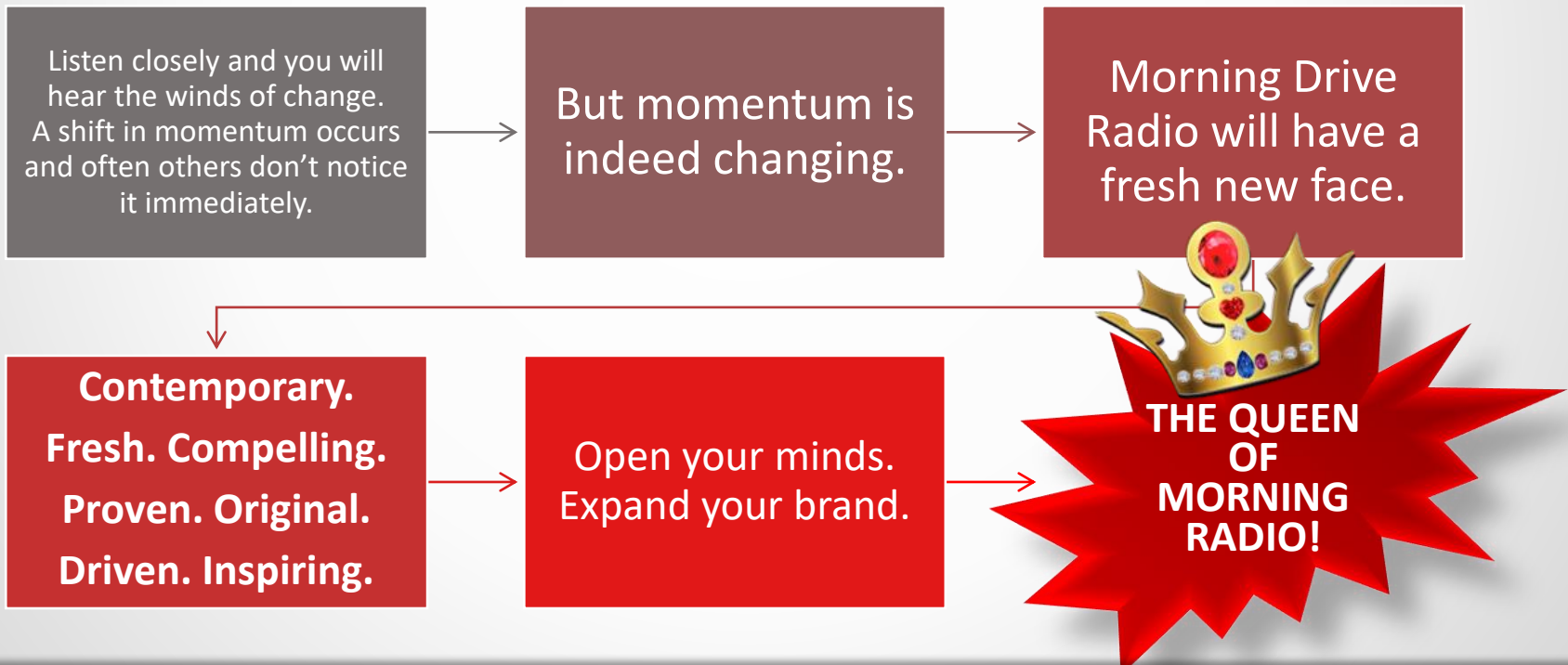


IT'S TIME...



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

Story of
Success

Show Details

Team DeDe

Affiliate
Benefits

Benchmarks

Promotional
Opportunities

JUST ANNOUNCED!



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.



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

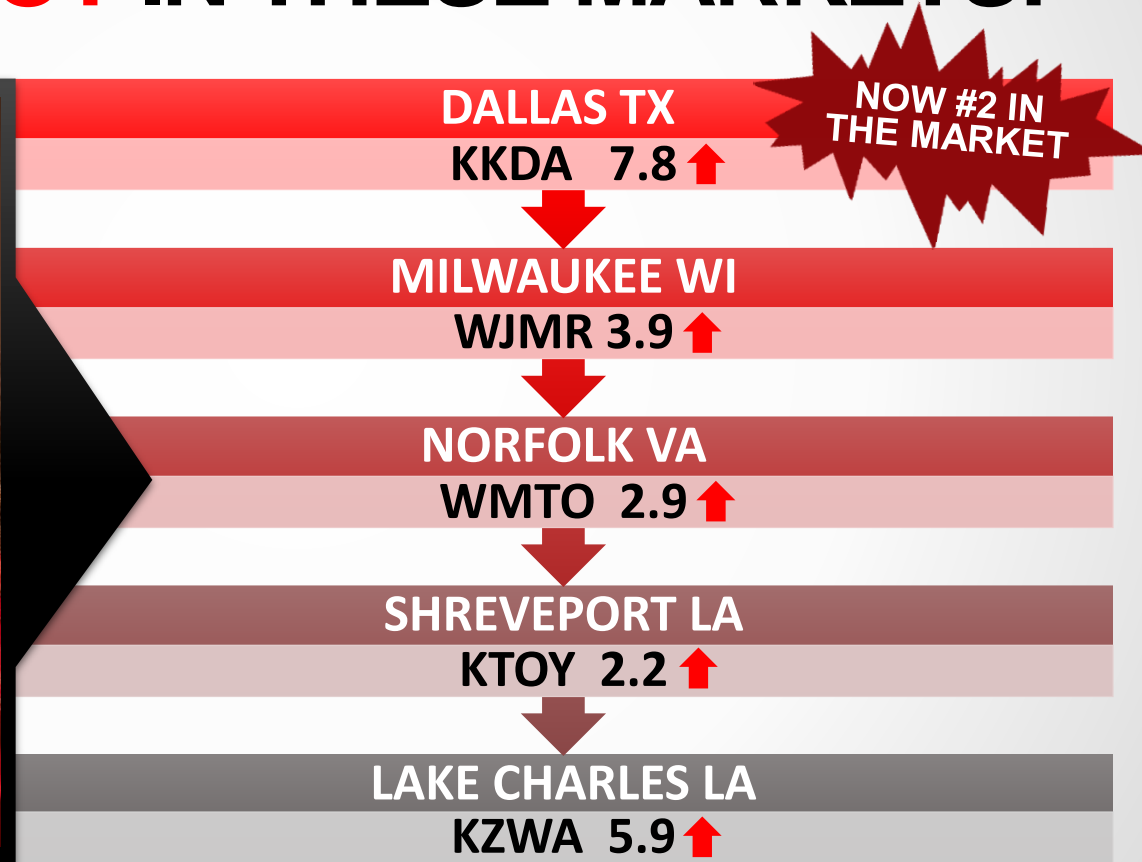


Dallas Success Story ready for Primetime!

SUCCESS



DEDE IS **HOT** IN THESE MARKETS!



NIELSEN AUDIO NATIONWIDE, AQH SHARE, FALL 2018, W18-34

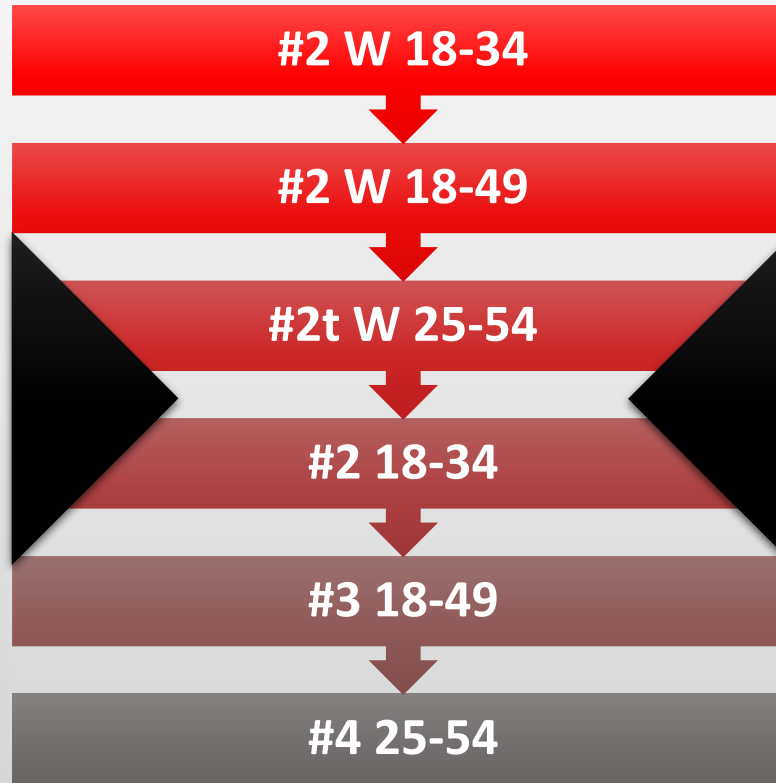
SUCCESS



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.

*MARCH 2019

SUCCESS IN DALLAS



» Nielsen
Dallas Metro

K104
Marketshare

Ratings

Ratings



BOOM!

BOOM!

BOOM!



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

HOST

DeDe McGuire



TEAM DEDE

Lady Jade, Michael Shawn, and Producer Gary



KEY BENCHMARKS

MAD MINUTE

LIVE FROM THE
COURTHOUSE

PAY YOUR
BILLS

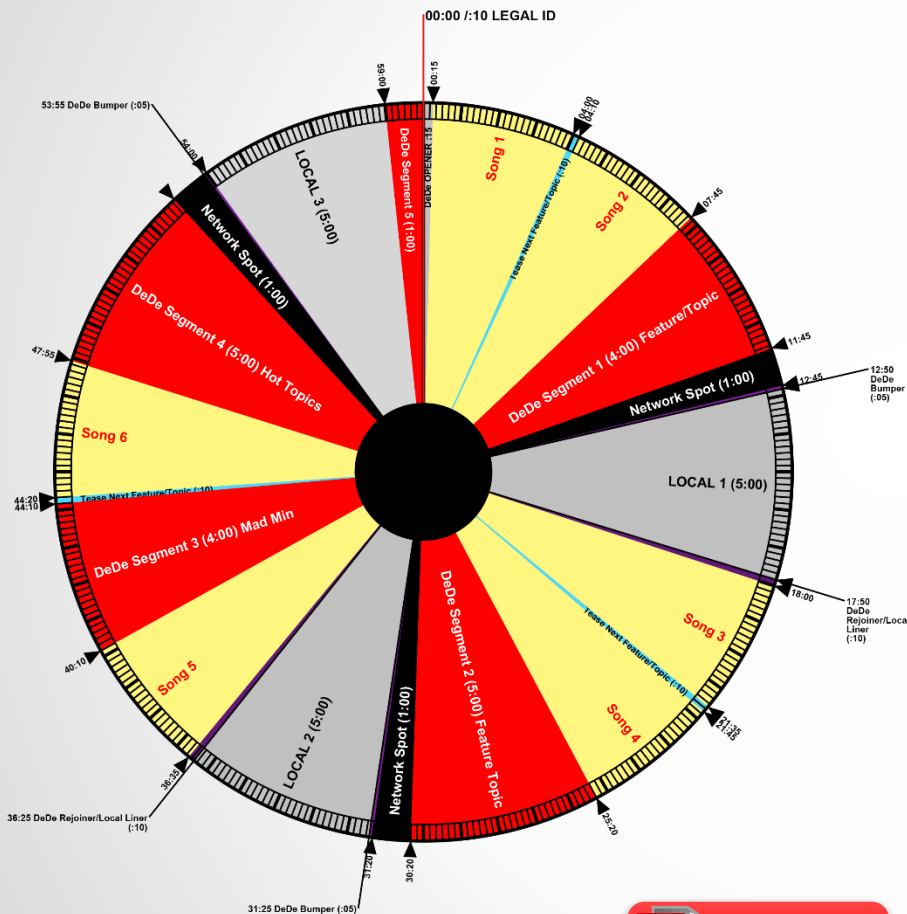


CONTENT / MUSIC

4 Segments per hour

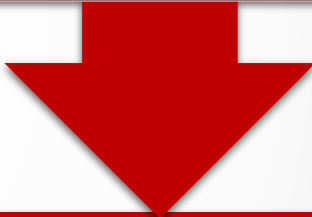
5 - 7 Songs per hour

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





DeDe in the Morning



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!**