

# DeDe

in the Morning







**DeDe**  
in the Morning



Since 2011, DeDe McGuire has been the host of “DeDe In the Morning” on **K104-FM** (Dallas, TX).

The show airs Monday through Friday from 5am – 10am.

Along with co-hosts **Lady Jade** and comedian **Michael Shawn**, the morning show consistently outperforms all stations with top ratings in the Dallas/Ft. Worth market.

DeDe In The Morning is a “real life” morning show featuring a mix of the silly and the serious, with discussions ranging from popular daily news topics, current events and hip-hop culture, to comedy bits like the “Mad Minute” in which listeners prank-call friends and relatives, stirring them into bleeped-out frenzies.


The show often welcomes artists and guests into the studio for live interviews translating to strong social media engagement.

DeDe In The Morning is broadcast live weekday mornings from their KKDA/K104-FM Dallas flagship studios and available via syndication from Compass Media Networks, with or without music, along with a unique and segment-styled “DeDe’s Weekend Kickback” four-hour weekend show.

 **Recently became nationally syndicated with Compass Media Networks**

 **Currently heard on 25 radio stations across America**

 **The show is available weekday mornings and weekends**

 **Consistently dominates ratings in the Dallas/Ft. Worth metro**

 **Dominates the 18-49 Female audience**

## SHOW OVERVIEW

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# Listen closely and you will hear the winds of change...

- A shift in momentum occurs and often others don't notice it immediately.
- But momentum is indeed changing.
- Morning Drive Radio has a fresh new face.
- Current.
- Compelling.
- Proven. Original.
- Driven. Inspiring.
- Open your minds. Expand your brand.



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



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# DEDE IS READY TO COME TO YOUR MARKET!

■ PROVEN HOST

■ PROVEN SHOW

■ Syndication Model  
Enabling Affiliates  
to Customize  
Show

■ Show Success  
Across Multiple  
Demos & Formats

■ Hungry to Super  
Serve Affiliates

■ Ready to  
Support  
Your Station

■ Be Your  
Partner

■ Embrace  
Your Audience

■ Drive Your  
Ratings

■ Drive Your  
Local Revenue

**WHY  
DEDE**

**DeDe**  
in the Morning



# DeDe

in the Morning

*DeDe  
McGuire*







## HOST

- DeDe McGuire



## TEAM DEDE

- Lady Jade
- Michael Shawn
- Producer Gary Saunders



## KEY BENCHMARKS

- Mad Minute
- What You Doin' at The Courthouse?!
- DeDe Pays Your Bills
- DeDe's Date Fail



## CONTENT / MUSIC

- 4 Segments per hour
- 6 - 8 Songs per hour

**SHOW  
FACTS**

**DeDe**  
in the Morning



# DeDe

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*Lady  
Jade*





**DEDE McGUIRE, Show-Host**

The hardest working woman in radio. A trailblazer and industry leader who has been entertaining radio audiences for years. Entertaining, empowering, and enlightening.



**LADY JADE, Co-Host**

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



**MICHAEL SHAWN, Co-Host**

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



**PRODUCER GARY**

Super Morning Show Producer known for working with high-profile personalities and shows.

**SHOW  
CAST**

**DeDe**  
in the Morning



# DeDe

in the Morning



*Michael  
Shawn*





# 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**

**SHOW  
BENCHMARKS**

**DeDe  
in the Morning**



# DeDe

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## Affiliates

## Play 6-8 Local Songs per hour

## Customize All Promos, Bumpers and Sweeps



# STRATEGY TEAM

**DeDe**  
in the Morning



## Geo Cook

*General Manager, DeDe in the Morning,  
Director of Operations, Service Broadcasting*

*Brand Transformer and Strategic  
Entertainment Executive. The visionary  
voice that inspires today's top-tier media  
talent and premiere voices in pop culture.*



## Tracy Johnson

*Consultant  
Tracy Johnson Media Group  
President/CEO*

*Named "Best Programmer In  
America" by Radio Ink magazine.*



## Tony Gray

*Consultant  
Gray Communications Chicago, IL  
Broadcast Media Consultants*

*Specializing in urban contemporary, urban alternative  
contemporary, and hip-hop radio stations.*





# DEDE IS HOT IN THESE MARKETS!

#2 W 18-49 **8.5** #1 Urban  
 #2T W 25-54 **7.1** #1 Urban  
 #3 P 18-49 **5.6** #1 Urban  
 #3T P 25-54 **4.8** #1 Urban

**DALLAS TX**  
**K104-FM\*\***



#1 Women 18-49 **8.0**  
 #2 Women 25-54 **8.2**  
 #1 Women 35-54 **10.1**

**MILWAUKEE WI**  
**WJMR-FM\*\***



#2t W 18-34 **15.4**  
 #2T W 18-49 **13.3**  
 #1 W 25-54 **15.2**

**TEXARKANA AR**  
**KTOY-FM\***



#2W 18-34 **10.8** #300%  
 #3W 18-49 **7.3** #284%  
 #3tW 25-54 **6.0** #233%

**VICTOR VALLEY CA**  
**KATJ-FM\***



**#1 URBAN**  
**MORNING SHOW**  
**IN MILWAUKEE**  
**W 18-49**

#7W 18-34 **6.5** #75%  
 #5tW 25-54 **6.7** #26%

**LAKE CHARLES LA**  
**KZWA-FM\***



## SHOW RATINGS

NIELSEN AUDIO NATIONWIDE, \*MSA,  
 \*\*PPM, JULY 20149, AQH SHARE,  
 SPRING 2019, DEMOS VARY





## TESTIMONIALS

**DeDe**  
in the Morning



We've worked with other syndicators and had some good syndicated shows thru the years, but nothing compares to our experience with Compass Media Networks and the *"DeDe in the Morning"* show. The results are greater than we could ever have expected, more than doubling the morning audience numbers year over year with women. We attribute this, in part, to DeDe and her team's willingness to customize and localize the imaging, promotional support and even some of the content. This isn't a pre-packaged show being delivered via the internet. DeDe and her staff are part of our family and an extension of our station and our brand.

—Annmarie Topel  
President, Milwaukee Radio Group







## MARKET VISITS



## LIVE LISTENER ENGAGEMENT



## AUDIENCE CONTESTS



## COMMUNITY EVENTS

## PROMOTIONS



DeDe visits your market and interacts with the audience



Lady Jade  
"What You  
Doin' at the  
Courthouse?!"



"DeDe Pays  
Your Bills"  
Contest

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**DeDe wants to share  
her Weekends with YOU!**





# DeDe's Weekend Kickback

- **Date Fail** – DeDe fixes First Date Disasters
- **Comedy Corner** – Big Laughs with Funny Comedians
- **Mad Minute** – DeDe Has Fun with Prank calls
- **Hot Topics** – DeDe Spills the Tea on Hot Celebrities and more...
- **What You Doin' at the Courthouse?! Lady Jade looks for Laughs at the Courthouse**

**DeDe's Weekend Kickback for:**

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

**WEEKEND  
SHOW**



*DeDe  
McGuire*







## DeDe McGuire FACTS

- » Recently launched The DeDe McGuire Foundation that assists low-income women and mothers who wish to further their education by offering financial scholarships
- » Hosts an Annual Women's History Month Luncheon each March raising 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 raising 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 of various charitable organizations and community outreach programs including UNCF, Dress for Success and HUHH
- » Is the Spokesperson for Eberstein & Witherite, LLP (Injury Lawyers), MINT Dentistry, Park Place Motorcars, Spence Diamonds and Squeezed Online
- » Has appeared on CNN, Headline News, BET, Oxygen Network, Fox 4 News Dallas, Good Morning Texas (WFAA-TV Ch8), and many other networks as a guest panelist
- » Featured in Essence Magazine, Ebony, Upscale Magazine, Dallas Business Journal, Radio INK, INSIDE RADIO, All Access, Radio Facts, and The SOURCE Power 30.







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 syndicated 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 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 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 enjoys spending time with her husband Chris Allen and their latest family addition, Little Dak Prescott Allen.

Follow her on Instagram at [DeDeinthemorning](#) and [DeDeMakesMeLaugh](#).



**DEDE  
MCGUIRE**





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 (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."

RADIOINK.COM MAY



## SOCIAL MEDIA



**27k Followers** (Show Page)



**114K Followers**



**16k Followers** (DeDe's Fan Page)

## WEBSITE ANALYTICS

[WWW.DEDEMCGUIRE.COM](http://WWW.DEDEMCGUIRE.COM)

- **Over 500 visits per month**
- **75% new visitors monthly**
- **2K page sessions per month**
- **Over 4 minutes per session**
- **80% of visitors are women**
- **78% of visitors are age 18-44**





DeDe McGuire recently launched her non-profit organization, the DeDe McGuire Foundation. DeDe has always supported non-profits that inspire and empower women for success. DeDe recognizes that many women, especially in under-served communities, cannot afford to continue or pursue higher education. 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 Womens 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)



## DEDE McGUIRE



The logo for Compass Media Networks. It features a blue and white globe on the left, with a large black 'C' superimposed over it. To the right of the globe, the word 'COMPASS' is written in a large, bold, italicized sans-serif font. Below 'COMPASS', the words 'MEDIA NETWORKS' are written in a smaller, bold, italicized sans-serif font.



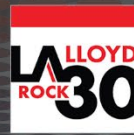
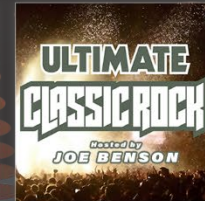
## COUNTRY



## AC/HOT AC/CHR



## ROCK



## SERVICES

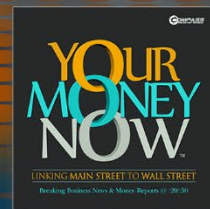
**SPECbyte** and **Cash-by-Creative** deliver pre-tested audio, digital display ads, and pre-roll videos in a matter of hours. These two services are responsible for hundreds of millions in new direct business and have become the gold standard in over 500 markets since 2008.



## NEWS/TALK



Broadcast mornings on over 270 stations nationwide



Also Available in **SHORT-FORM**: Opening and Closing Bell Reports with **THE MARKET SCOREBOARD REPORT** with **RON INSANA**, along with daily :60 vignettes from Lifestyle Personalities: **AT HOME** with **BOB VILA**, Home Improvement "Tip of the Day" and **GET COOKING** with **PAULA DEEN** Cooking Tips.

## URBAN



**DeDe In the Morning** available now; also featuring "DeDe's Weekend Kickback" 4 Hours - Weekends

## SPORTS



Full coverage of the **Oakland Raiders**, **Dallas Cowboys**, **NFL Sundays**, **College Football & Basketball**, **BIG Ten Football Championship** and **BIG Ten Basketball Tournament**



We are an audio entertainment company with a growing portfolio of 85+ content partnerships, broadcast on over 6,000 affiliated radio stations and emerging digital platforms, reaching monthly over 170 million listeners nationwide.

VIEW OUR FULL PROGRAMMING CATALOG  
ONLINE AT [COMPASSMEDIANETWORKS.COM](http://COMPASSMEDIANETWORKS.COM)  
(914) 600-5099





# SOCIAL MEDIA



*DeDemakesmelaugh.com*



*@DeDeIntheMornin*



*DeDeMakesMeLaugh*



*K104fm*



*#DeDeMakesMeLaugh*



*DeDeInTheMorning*

**DeDe**  
in the Morning



# DeDe

in the Morning

**For Affiliate Information, Call:**

Nancy Abramson

*Vice President/Affiliate Sales*

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**Listen to Show Demos**

**@ [CompassMediaNetworks.com](http://CompassMediaNetworks.com)**

**Add DeDe In The Morning Today!**



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