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CONCORD CHURCH

ANNUAL CRACIE AWAR

WINNER

AND DEBS GALA

EXCLUSIVE INTERVIEW WITH K104'S NEWLY SYNDICATED DEDE IN THE



TO BILLIONS ROADMAP TO BILLION





ESSENCE

Lifting Every Voice: Radio Pioneer DeDe McGuire Is Empowering HBCU Students To Own Their Greatness Through Her Scholarship Foundation

DESPITE BEING FORCED TO ABANDON HER COLLEGIATE JOURNALISM STUDIES DUE TO LACK OF FINANCIAL AID, CGUIRE HAS BUILT A LEGENDARY RADIO CAREER THAT SPANS DECADES. NOW SHE'S GIVING BACK IN A BIG WAY.



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DEDE McGUIRE SNAPSHOT

THE QUEEN OF MORNING RADIO, BRAND AMBASSADOR, AND PHILANTHROPIST

- » On-Air Broadcast Talent, Philanthropist, Community Activist, Mentor, and Influencer. DeDe McGuire strives to continue being a popular media personality, strong working woman and entrepreneur.
- Host of *DeDe In The Morning*, a nationally syndicated radio show broadcasting from the legendary K104 Dallas and syndicated by Compass Media Networks. The show is currently heard on 80 radio stations across America and consistently dominates ratings in the Dallas/Ft. Worth metro and dominates the 18-49 Female audience.
- DeDe has been named one the "Most Influential Women in Radio" for 2023, 2022, 2021 and 2019 from RadioINK magazine
- 2021 Gracie Award Winner for Host/Personality in Nationally Syndicated Radio
- Additional awards 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.

- » The DeDe McGuire Foundation assists low-income women, mothers, are HBCU college students with education 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
- » 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 <u>Essence</u> Magazine, <u>Her Agenda</u>, <u>Yahoo!</u>, Ebony, Upscale Magazine, Dallas Business Journal, RadioINK, INSIDE RADIO, All Access, RadioFacts, and The Source Power 30.

©-----Breaking the Glass Celling: How Radio Personality, DeDe McGuire, Built A Lasting Career

DEDE MCGUIRE

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Women

6 STEPS TO GETTING A YES



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BLACK WOMEN IN RADIO PRESERVING OUR HISTORY