



# Dede

in the Morning

DEDE IS HOT IN THESE MARKETS!

**#1**

# HIP-HOP/R&B/URBAN MORNING SHOW

## SHOW RATINGS

# DeDe

in the Morning



W18-49 8.0  
**+14%**  
**#1** 7.0 > 8.0  
*Over The Breakfast Club*

**WJMR\*\***  
 Milwaukee WI

W18-34 16.8  
**+34%**  
 P18-49 13.0  
**+26%**

**WEMX**  
 Baton Rouge LA

P18-49  
 14.0  
**+47%**

**KBLZ**  
 Tyler TX

W18-34  
**15.0**  
 P18-49  
**14.7**

**WYNN**  
 Florence SC

**#1** 12+ **14.6**  
**#1** P25-54 **18.2**  
**#1** P18-49 **19.0**

**WAMO\*\*\***  
 Pittsburgh PA

W25-54  
 10.6  
**+23%**

**WYBC**  
 New Haven CT

W18-49  
 30.6 \*  
**+180%**

**KKST**  
 Alexandria LA

P25-54  
 9.9  
**+41%**

**KZWA**  
 Lake Charles LA

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-host **Lady Jade**, 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.

📶 **Nationally syndicated by Compass Media Networks**

📶 **Currently heard on 55 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



**DeDe**  
in the Morning

## 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.



**SHOW  
MOMENTUM**

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

# 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



## HOST

- DeDe McGuire



## TEAM DEDE

- Lady Jade
- J.J. Williamson
- Producer Gary Saunders



## KEY BENCHMARKS

- Mad Minute
- DeDe's \$1,000 Minute Giveaway
- DeDe's Date Fail



## CONTENT / MUSIC

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



# SHOW OVERVIEW





**DEDE McGUIRE**  
Show Host



**LADY JADE**  
Co-Host



**J.J. Williamson**  
Co-Host



**PRODUCER GARY**

**SHOW  
CAST**

# DeDe

in the Morning

*DeDe McGuire*





# ABOUT *Lady Jade*

Lady Jade has been the co-host on DeDe in the Morning since 2010. On-the-air at K104 since 2003, mornings since 2005. Lady Jade is widely known as one of the most community involved media personnel in Dallas-Fort Worth.

Founder of the non-profit organization, **Project 16** (2015), serving youth in economically deficient communities by providing life-skills training, experiential exposure opportunities, and therapy services for students grades 6-12.

Founder of mental health initiative *Time to Talk* providing FREE mental health services (via Licensed Professional Counselors) to teens and their families in underserved and minority communities.

Founder of the *Local Love Awards* in Dallas, TX that highlights local black owned businesses, entrepreneurs and philanthropist with celebrity award presenters.

## CREDENTIALS

- On-Air Personality for 18 years+
- YouTube Channel: *Jade & Friends*
- Founder of online apparel brand/store *Tomboy Bae*
- Over 160,000 followers on Instagram
- Philanthropist
- Brand Influencer
- Public Speaker
- Host
- Model



**DeDe**  
in the Morning



## J.J. Williamson

Jackson, Mississippi native JJ from *the Sip* joined the **DeDe in the Morning** cast in 2021. JJ is most notably known for his sold-out and award-winning solo comedy performances across the country and as the opener for one of the *Original Kings of Comedy*, Cedrick "The Entertainer". Film credits include *Johnson Family Vacation*, *Even Odds*, and *No Filter the Film*.

Major Network appearances on HBO, BET, and more. Even with his busy schedule, JJ still finds time to give back by performing for the US military. From his hysterical catchphrases to that country twang, audiences find JJ's humor relatable and infectious.

JJ loves playing golf, raising his son, and The Falcons.

# DeDe in the Morning



# BENCHMARKS



**Mad Minute  
Prank Call**



**DeDe's Date Fail**



**Hot Topics**



# CONTESTING



**DeDe's \$1,000  
Minute**

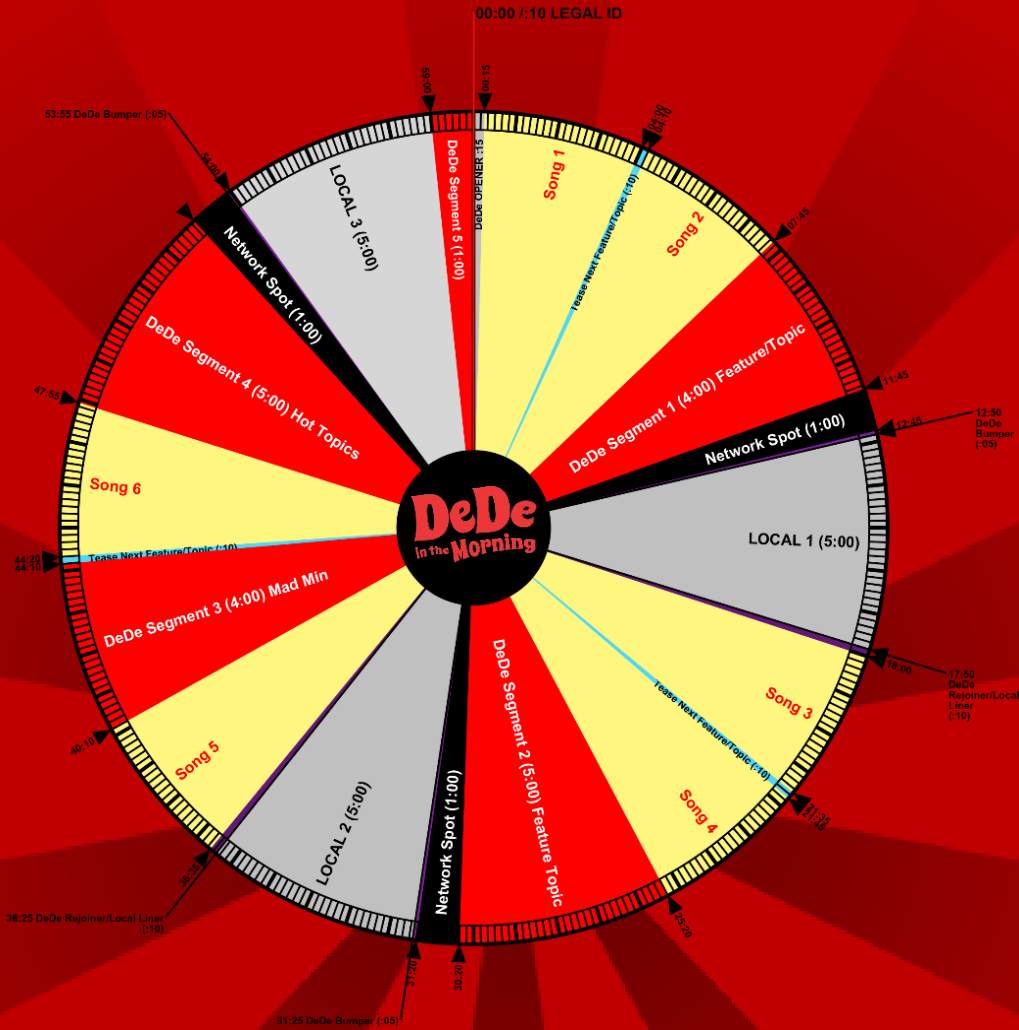


**SHOW  
BENCHMARKS**





DOWNLOAD  
CLOCKS



# SHOW CLOCK & DELIVERY

Delivery

Affiliates

FTP via  
Synchronicity.co

Play 6-8 Local Songs  
per hour

Customize All Promos,  
Bumpers and Sweeps

**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.*



# **STRATEGY TEAM**

**DeDe**  
*in the Morning*



I never refer to Compass Media Networks as a 'syndicator', as I have frequent, personal contact with Compass personnel whenever required. Further, everyone on the **DeDe In The Morning** may as well be in our studios here in Milwaukee!

They are responsive, outgoing, and communicative on a daily basis. THAT is called superlative customer service.

No cookie-cutter content.

They work hard to produce relatable, funny, topical conversation. Not surprisingly, that makes DeDe easily one of the top shows in-demo in Milwaukee!

**—Bob Bellini**

*VP/General Manager, Milwaukee Radio Group*



## TESTIMONIALS





MARKET VISITS



LIVE LISTENER ENGAGEMENT



AUDIENCE CONTESTS



COMMUNITY EVENTS



DeDe visits your market and interacts with the audience



DeDe's DoOver Scholarship Giveaway



DeDe's Black-Owned Business Spotlight



\$1000 WIN GAME

PROMOTIONS



**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...

## DeDe's Weekend Kickback for:

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

**WEEKEND  
SHOW**



**DeDe**  
in the Morning

*DeDe  
McGuire*





- » **2021 Gracie Award** for Host/Personality in Radio – Nationally Syndicated by the Alliance for Women in Media
- » **2021 RadioINK Most Influential Women in Radio**
- » 2021 Mentoring and Inspiring Women in Radio, Inc **2021 MIW AIRBLAZER AWARD** Winner
- » 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, RadioINK, INSIDE RADIO, All Access, Radio Facts, and The SOURCE Power 30.

## ABOUT DEDE MCGUIRE

**DeDe**  
in the Morning





DeDe McGuire is 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 to describe this powerhouse media mogul.

A talented and award-winning personality who is one of only a few women nationwide who has 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, Hillary Clinton, and Dr. Fauci 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:

[DeDeinthemorning](#) and [DeDeMakesMeLaugh](#)

## ABOUT DEDE McGUIRE



# DeDe McGuire

HAS BEEN CHOSEN AS ONE OF THE

## Most Influential Women in Radio for 2019, 2021

*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.*





46<sup>TH</sup> ANNUAL GRACIE AWARDS  
**WINNER**  
The **GRACIES**®  
presented by the  
Alliance for Women in Media Foundation

**DEDE MCGUIRE**  
(DEDE IN THE MORNING)  
COMPASS MEDIA NETWORKS / SERVICE BROADCASTING GROUP  
**HOST/PERSONALITY**  
RADIO - NATIONALLY SYNDICATED COMMERCIAL



2021

**DeDe**  
in the Morning



MENTORING AND INSPIRING  
WOMEN IN RADIO, INC.

ANNOUNCE

**DEDE  
MCGUIRE**

Host of the Nationally Syndicated Show  
DEDE IN THE MORNING

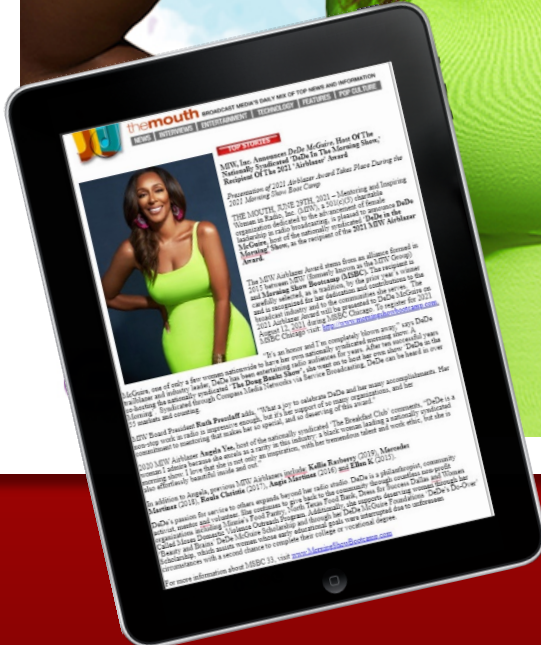
**WINNER**

**2021 MIW**

**AIRBLAZER AWARD**

**MENTORING  
INSPIRING  
Women  
IN RADIO**

**2021**





## SOCIAL MEDIA

 **27k Followers** (Show Page)

 **134K 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**



## Philanthropy



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)

## ABOUT DEDE McGUIRE

**DeDe**  
in the Morning





[DeDemakesmelaugh.com](http://DeDemakesmelaugh.com)



@DeDeIntheMornin



DeDeMakesMeLaugh



K104fm



#DeDeMakesMeLaugh



DeDeInTheMorning

**SOCIAL MEDIA**



# DeDe

in the Morning

**For Affiliate Information, call:**

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**Listen to Show Demos**

@ [CompassMediaNetworks.com](https://www.compassmedianetworks.com)

**Add DeDe In The Morning Today!**



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# **Dede**

**in the Morning**

