



DeDe

in the Morning



DEDE IS HOT IN THESE MARKETS!

#2

P18-49

#4

P25-54

Dallas**



#1 W18-49

7.0 > 8.0

Over The Breakfast Club

Milwaukee



P18-34

+90

P18-49

+55

Chicago***



P18-49

+71%

W18-49

+77%

Tyler TX*



W18-34

+71%

W18-49

+25%

Rochester*



P18-49

+1100%

W18-49

+733%

**Chattanooga
TN***



P18-49

+645%

W18-49

+51%

**Alexandria
LA***



P25-54

+114%

P18-49

+100%

**New
Orleans***



**SHOW
RATINGS**

**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-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 over 60 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

J-Kruz

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
in the Morning



DeDe McGuire
Show Host



Lady Jade
Co-Host



J.J. Williamson
Comedian/Co-Host



J-Kruz
Co-Host



Gary Saunders
Producer



Geo Cook
General Manager

**SHOW
CAST**

DeDe
in the Morning

DeDe

in the Morning

*DeDe
McGuire*



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

J-Kruz



DeDe
in the **Morning**

J-Kruz, radio and TV personality, joined the *DeDe in the Morning* in January 2022, bringing his unique passion and points of view on music, culture, gaming, and lifestyle trends to the show.

Born in New York City, Kruz's radio career started in Pittsburgh on WAMO where he was the #1 rated night show host for four years before joining 97.9 The Beat in Dallas for nights. From 2011 to 2017, he appeared on CW33 TV in Dallas on *The Morning Eye Opener*.

In 2017, he was elevated to morning co-host of the *Veda Loca in the Morning* show highlighting his own feature titled Kruz News. The morning show was broadcast live on the CW33 TV station in Dallas.

J-Kruz has also served as a guest anchor on CW33 TV news programs and hosted various segments including Entertainment News with J-Kruz on CW33's morning programs *The Morning Dose* and *The Morning After*. His new *The Watch Party* with J-Kruz launches in May 2022 on CW 33. If it's hot on TV and in movies or hot on the block, he will be talking about it.

J-Kruz is highly involved in the DFW community. Since 2019 he has been the main host of the CW Broadcasts of the Dallas Maverick's St. Patrick's Day Parade and the City of Dallas Holiday Parade. His *Kruz Kidz* initiative brings him to local school career days, games, and pep rallies. He is well known in the Dallas community for his participation in charity events representing the interests of Black and Brown communities. For six years, J-Kruz has been the host of the *Kick101* sneaker and streetwear event.

He is the host of the *#WeKruzin* Podcast on Spotify where J-Kruz and friends talk about the storylines, surprises, and multi-verses of your favorite Marvel and superheroes. Known for his good looks, swag, and fly fashion sense, brands want to connect with J-Kruz to be part of his popular *#KrispyKruz* TikTok videos where he flips fashion looks with multiple outfit changes.

When not on the radio, TV, TikTok, or at a community event, he is the assistant coach for his son's 7-8-year-old flag football team.





BENCHMARKS



**Mad Minute
Prank Call**



DeDe's Date Fail



Hot Topics



Contesting



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

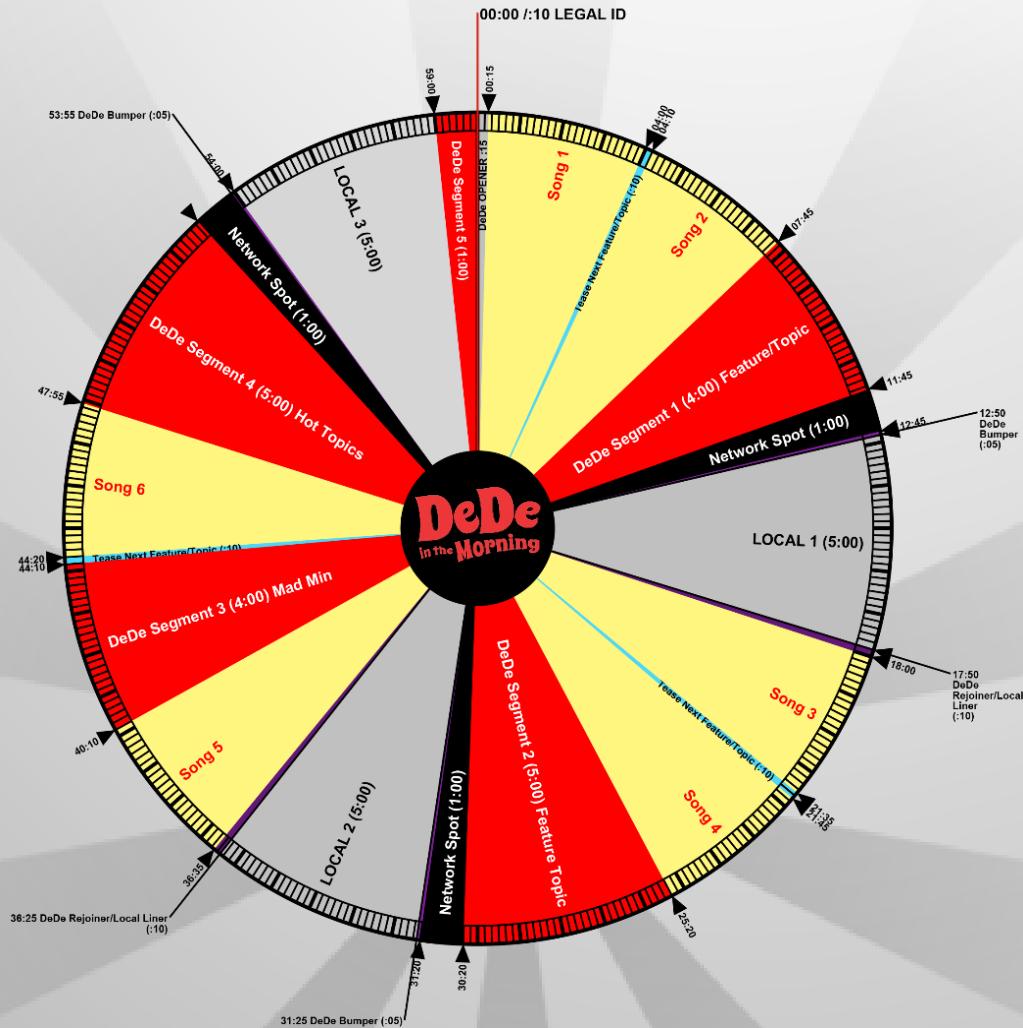


**SHOW
BENCHMARKS**





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



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
in the Morning



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

**DeDe's
Weekend
Kickback**

DeDe's Weekend Kickback

**WEEKEND
SHOW**

■ ■ ■ **Date Fail** – DeDe fixes first date disasters

■ ■ ■ **Comedy Corner** – Big Laughs with funny comedians

■ ■ ■ **Mad Minute** – DeDe has gun 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



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, Vice President Kamala Harris, 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
in the Morning



DeDe McGuire
HAS BEEN CHOSEN AS ONE OF THE
**Most Influential
Women in Radio**
for 2021

46TH 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 CO.]

**MENTORING
INSPIRING**
Women
IN RADIO

DEDE MCGUIRE

Host of the Nationally Syndicated Show
DEDE IN THE MORNING

WINNER
2021 MIW
AIRBLAZER AWARD

**AWARD-
WINNING
TALENT!**



- » **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 HUUH
- » 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.



AWARD WINNING DEDE McGUIRE





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.

The "Achieve The Dream" HBCU Scholarship presented The DeDe McGuire Family Foundation supports college students pursuing higher education at Historically Black Colleges and Universities (HBCUs) around the country; awarding 5 students with a \$2500 tuition scholarship to the school they are currently attending.

DeDe's Womens History Month Luncheon benefits 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)



- Achieve The Dream Scholarship – Celebrates Black History Month



- 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



MAKING CONNECTIONS: WHAT'S GOIN' ON WITH DEDE IN THE MORNING



SOCIAL MEDIA

 **2k Followers**
(Show Page)

 **143K Followers**

10k Followers
(DeDe's Fan Page)



DeDeMakesMeLaugh.com

FOLLOW ON INSTAGRAM & FACEBOOK:



@ DeDeMakesMeLaugh
@ DeDeinthemorning
@ IamLadyJade
@ TheREALJJfromthesipp
@ Jkruzonair



@ DeDe McGuire
@ DeDeInTheMorning
@ LadyJade
@ JJWilliamsonComedy
@ Jkruzonair1

DeDe

in the Morning



Over a decade working successfully
to identify, develop and deploy
great content to benefit radio stations,
talent and sponsorship partners.



DeDe

in the Morning

For Affiliate Information, call:

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Listen to Show Demos

@ CompassMediaNetworks.com

Add DeDe In The Morning Today!



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