



# DeDe

in the Morning



# DeDe in the Morning Welcomes Kita Rose!



## DeDe in the Morning



With newest cast member, Kita Rose, Famed Social Media Star [@kitarose\\_](https://www.tiktok.com/@kitarose_)

**Kita's** TikTok and Instagram accounts are known for her comedic and conversational videos clips. She sings, she dances, she primps, she poses – **She lays it ALL OUT.**



There is a reason why Kita has over 3 million TikTok followers. Kita doesn't hold back. You'll hear her unique point of view in our new segment: **Kita's Klap Back** – Rants and Raves on our world and pop culture. You'll love how DeDe digs into her life. She's honest, she's funny AND she fits right into the DeDe family.

A philanthropist and business-woman, visit [Kitasaidit.com](https://www.kitasaidit.com) to purchase her fun card game "GIRL NO YOU DIDN'T!!"



3 MILLION  
[@KitaRose\\_](https://www.tiktok.com/@kitarose_)



400K



# SHOW RATINGS

DEDE IS **HOT** IN THESE MARKETS!

P18-49

**+62%**

P25-54

**+36%**

Chicago



P18-49

**+77%**

P25-54

**+68%**

New Haven



P18-49

**+330%**

P25-54

**+267%**

Oklahoma Cty



P18-49

**+50%**

P25-54

**+47%**

New Orleans



P18-49

**+24%**

P 25-54

**+4%**

Toledo



P18-49

**+22%**

P25-54

**+54%**

Florence



P18-49

**+168%**

P25-54

**+221%**

Lake Charles



P18-49

**+44%**

P25-54

**+78%**

Tyler TX



P18-49

**+55%**

P25-54

**+255%**

Youngstown



P18-49

**+20%**

25-54

**+144%**

Albany GA



P18-49

**+80%**

P25-54

**+75%**

Pittsburgh



P18-49

**+433%**

P25-54

**+144%**

Macon GA



P25-54

**+12%**

Baton Rouge



**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 JJ Williamson and J-Kruz, 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

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



**J.J. Williamson**  
Comedian/Co-Host



**J-Kruz**  
Co-Host



**Kita Rose**  
Co-Host



**Gary Saunders**  
Producer



**Geo Cook**  
General Manager

# SHOW CAST

**DeDe**  
in the Morning



# DeDe

in the Morning

*DeDe  
McGuire*





*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.



# Kita Rose



Kita Rose is a social media sensation best known for her comedic yet perceptive videos and strong opinions. She takes relatable situations and provides a new, fun, and bold perspective. Her 3.5 Million followers connect with her daily to join in on much needed conversations about mental health, physical health, relationships and so much more. She has partnered up with major companies such as Renew Life, My First Wig, Arcani Hair and Skin, Soul Snacks and so many more. Kita Rose's videos positively impacts the lives of both men and women of all ages.



Kita brings her FUN, entertaining and strong opinions to DeDe in the Morning. Her unique points of view are highlighted in the segment **Kita's Klapback** – Rants on op culture life and relationships. She also reveals to her radio audience her life as an influencer, single mom and advocate for mental health.

When Kita is not on social media or on the radio, she likes to watch movies and bury herself under blankets. She's also become very interested in hiking and is hoping she can convince her new cast mates to join her on a hike — That will make for one dope TikTok.

@Kitarose\_



**DeDe**  
In the Morning





## BENCHMARKS



**Mad Minute  
Prank Call**



**DeDe's Date  
Fail**



**Hot Topics**



**Contesting**



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



**SHOW  
BENCHMARKS**

**DeDe  
in the Morning**



## Affiliates

## 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's Weekend Kickback

**WEEKEND  
SHOW**

■ ■ ■ **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



**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

46<sup>TH</sup> ANNUAL GRACIE AWARDS

**WINNER**

The  
**GRACIES**<sup>®</sup>  
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]

**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](#)  
[@ TheREALJJfromthesipp](#)  
[@ Jkruzonair](#)  
[@ KitaRose\\_](#)



[@ DeDe McGuire](#)  
[@ DeDeInTheMorning](#)  
[@ JJWilliamsonComedy](#)  
[@ Jkruzonair1](#)

**DeDe**  
in the Morning







# DeDe in the Morning

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**Listen to Show Demos**

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

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