



DeDe

in the Morning

DEDE IS HOT IN THESE MARKETS!



HIP-HOP/R&B/URBAN MORNING SHOW

SHOW
RATINGS

DeDe
in the Morning

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**

-5%

P18-49 **14.7**

-19%

WYNN
Florence SC



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



NIELSEN AUDIO NATIONWIDE, MSA, *DMA ONLY, AQH SHARE, FALL 2020, DEMOS VARY



SHOW OVERVIEW

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 50 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**

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
- 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 OVERVIEW

DeDe
in the Morning



DEDE McGUIRE
Show Host



LADY JADE
Co-Host



J.J. Williamson
Co-Host



PRODUCER GARY

**SHOW
CAST**

DeDe
in the Morning

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.

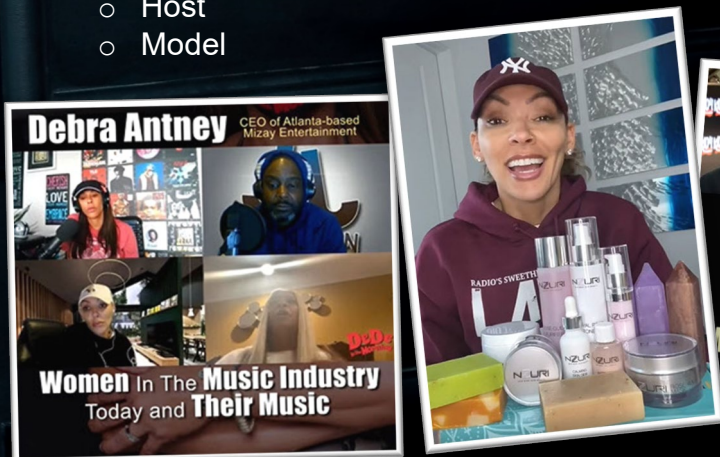
Founder of the non-profit organization, **Project 16** (2015), serving youth in economically deficient communities by providing life-skills training, experiential exposure opportunities, and therapy services for students grades 6-12.

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



PHOTO BY KREED CEUSSE PHOTOGRAPHY



*J.J.
Williamson*

A veteran stand-up comic, J.J. Williamson has worked with comedy giants like Chris Tucker, D.L. Hughley, Rickey Smiley and Bruce Bruce, and toured nationally with Cedric the Entertainer. His TV appearances include the syndicated Showtime at the Apollo and BET's Comic View.

The multi-talented comic has also done some acting, including a role in Johnson Family Vacation. A breakout star of Cedric the Entertainer: Starting Lineup, J.J. has also shown up on Comedy Central's Russell Simmons Presents: Stand-Up at the El Rey.

DeDe
in the Morning

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**



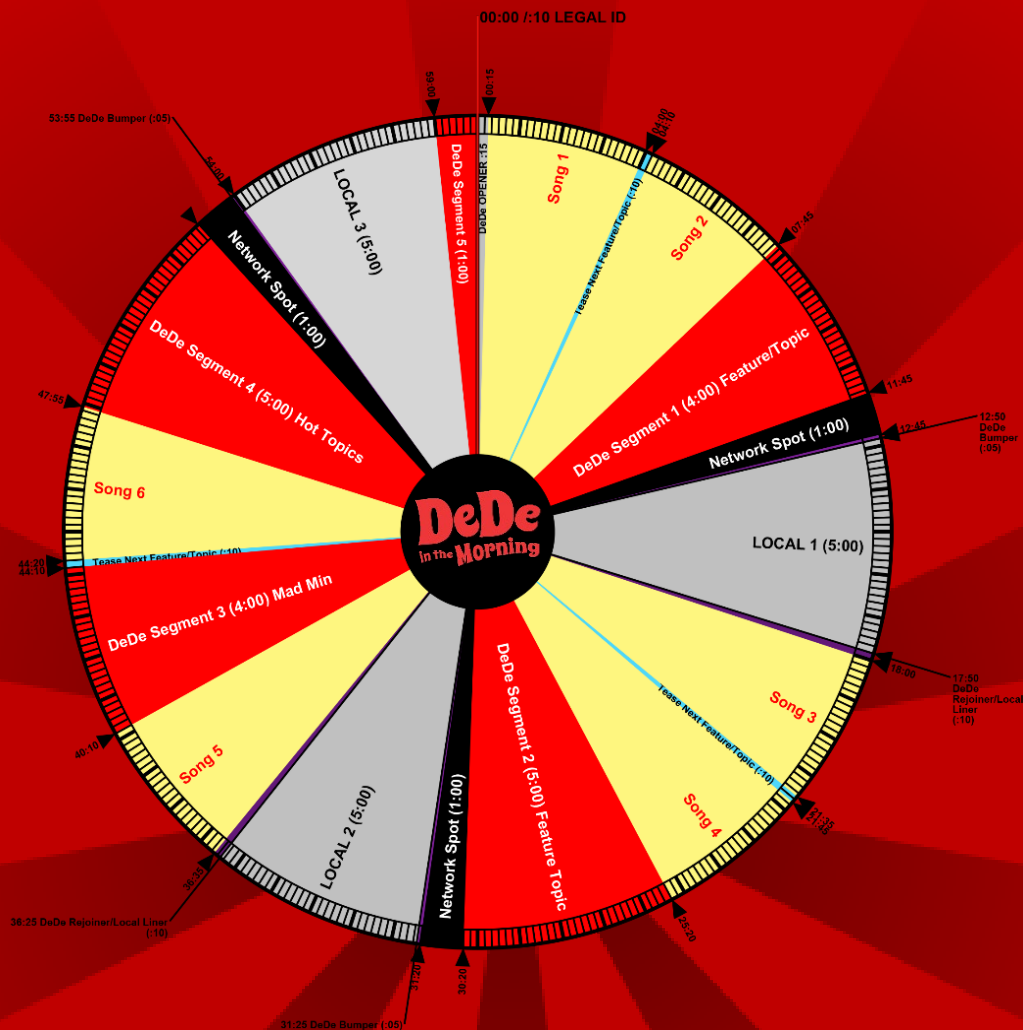
DeDe's Ca\$h Out

**SHOW
BENCHMARKS**

DeDe
in the Morning



**DOWNLOAD
CLOCKS**





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

PROMOTIONS



DeDe visits your market and
interacts with the audience



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



"DeDe Pays
Your Bills"
Contest



\$1000
WIN
GAME

DeDe
in the Morning

**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
in the Morning

*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, RadioINK, INSIDE RADIO, All Access, Radio Facts, and The SOURCE Power 30.

ABOUT DEDE McGUIRE

DeDe
in the Morning





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, 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 at [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.



SOCIAL MEDIA



27k Followers (Show Page)



114K Followers



16k Followers (DeDe's Fan Page)

WEBSITE ANALYTICS

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 underserved 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)

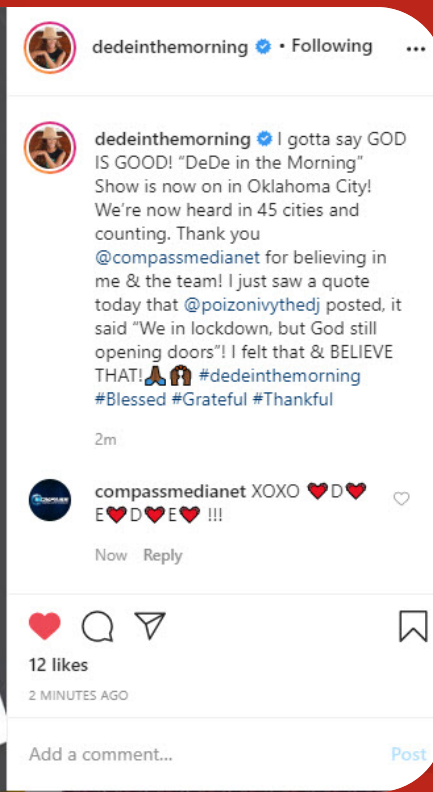
ABOUT DEDE McGUIRE

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





SOCIAL MEDIA



DeDemakesmelaugh.com



@DeDeIntheMornin



DeDeMakesMeLaugh



K104fm



#DeDeMakesMeLaugh



DeDeInTheMorning



DeDe
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DeDe

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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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