



DEDE IN THE MORNING



FORMAT

URBAN

CORE DEMO

ADULTS 18-49

DAYPART

MON-FRI AM DRIVE
WEEKENDS – 2 HRS

BENEFIT

HIGH-ENERGY
MORNING DRIVETIME
PROGRAM
FEATURING ONE OF
THE HOTTEST STARS
IN URBAN RADIO.

VOICED READS AND
SPONSORSHIPS
AVAILABLE



Featuring a 2-hour weekend show
"DeDe's Weekend Kickback"



Hosted by DeDe
McGuire with
co-hosts comedian
J.J. Williamson, Kita
Rose, and J-Kruz —

DeDe In The morning

is a rapidly growing,
top-rated urban
morning show
featuring a mix of
the silly and the
serious, along
discussions ranging
from news topics,
hip-hop culture, and
community events.

