



# Dede

in the Morning



# DEDE IS A STAR!

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

**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 along with a unique and segment-styled four-hour weekend show, "**DeDe's Weekend Kickback.**"

■ Top-rated and well-known Urban radio Personality

■ High-Energy, Relatable, Positive & Fun!

■ Nationally syndicated by Compass Media Networks

■ Currently heard on over 85 radio stations across America

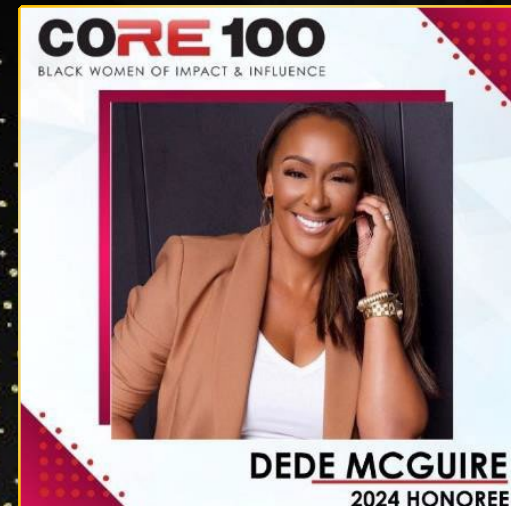
■ The show is available weekday mornings and weekends

■ Consistently dominates the 18-49 Female audience





# AWARD-WINNING RADIO HOST DEDE McGUIRE





RATINGS  
SUCCESS

# DEDE IS HOT IN THESE MARKETS!

# DeDe

in the Morning

**#4**  
W 18-34  
**5.2**

Pittsburgh



**#1** P25-54 **10.9**  
**#1** W25-54 **14.4**  
**#1** P18-34 **7.2**

New Haven



**#1** P18-34  
**13.1**  
**#2** P25-54  
**9.8**

Baton Rouge



**#4** P25-54 **7.2**  
**#4** P18-34 **8.7**  
**#4** W25-54 **7.9**  
*(Beats Harvey)*

Shreveport



**#2** A18-34 **9.3**  
**#4** P18-49 **6.3**  
**#4** W18-34 **6.4**  
**#3t** W18-49 **6.3**

Killeen



**#2t**  
W18-34  
**11.5**

Savannah



**#2**  
W18-34  
**8.5**

Youngstown



**#1** W18-34  
**12.0**  
**#3** P 25-54  
**16.8**

Meridian



**#6t**  
W18-34  
**4.1**

Rochester NY



**#5**  
W18-34

Little Rock



**#6** W18-34  
**4.0**  
**#5t** W25-54  
**2.7**

Sound Bend



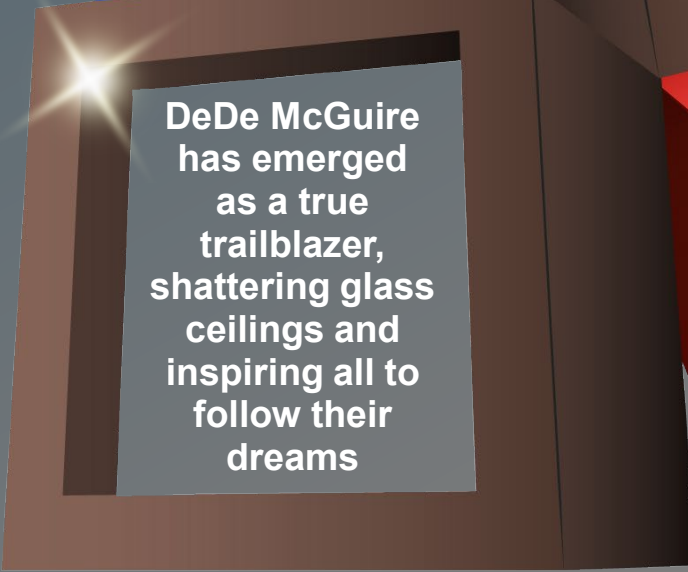
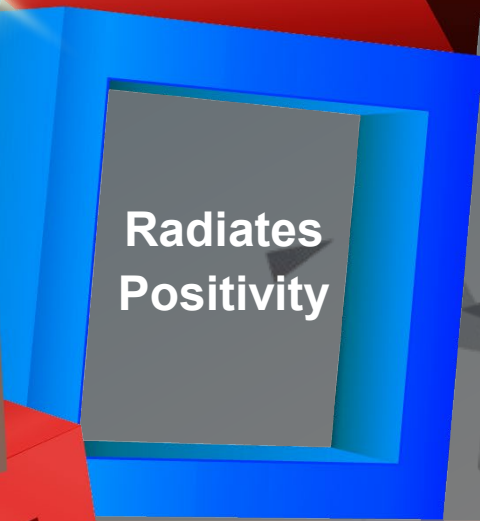
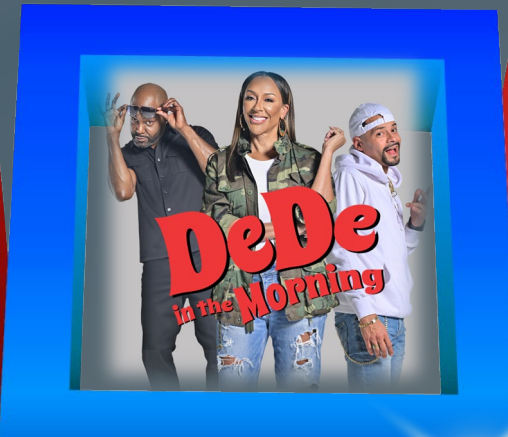
Source:  
Nielsen Audio Nationwide Fall 2023  
New Haven Fall'23 Metro;  
Baton Rouge Feb'24 Monthly  
Shreveport Fall'23 Metro  
Killeen Fall'23 Metro







SHOW  
MOMENTUM



DeDe  
in the Morning





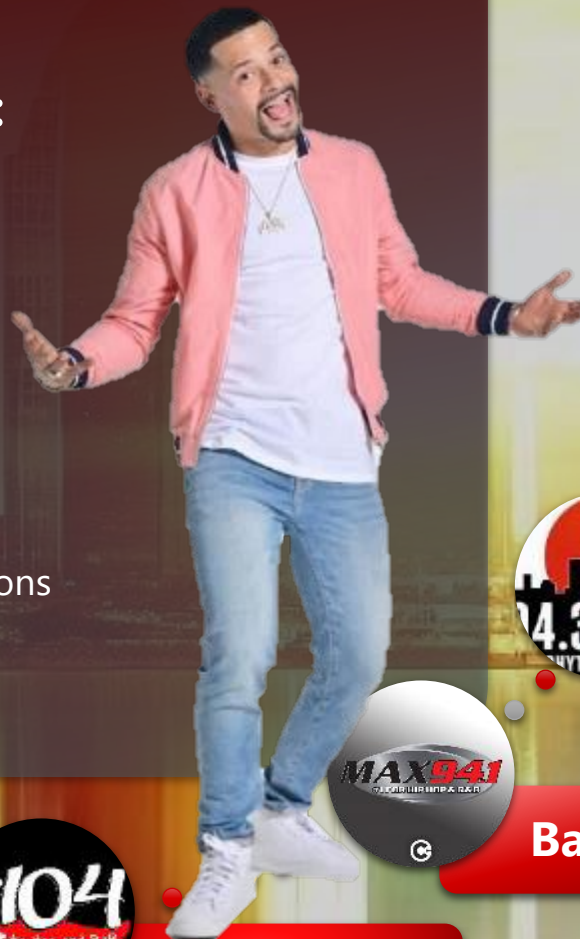
SHOW  
MOMENTUM

## DeDe in the Morning is a National Phenomenon

Armed with her signature blend of humor, relativity, and genuine empathy — DeDe has captured the hearts and mind of listeners in 85 markets!

### Major Groups Now Affiliated:

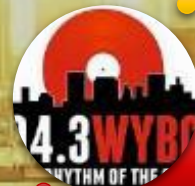
- Adams Media
- Audacy
- Connoisseur Media
- Cox Media Group
- Cumulus Media
- DBS
- Midwest Comm
- Saga Communications
- Southern Stone
- Townsquare Media



Dallas



Baton Rouge



New Haven



New Orleans



Charleston



Jacksonville



Chicago

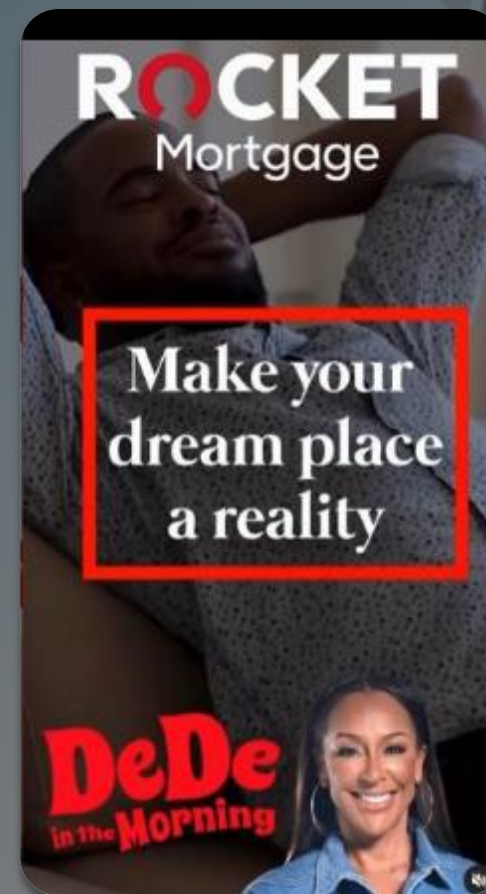
# DeDe in the Morning





WHY DEDE?

WE ARE AN ADVERTISER-FRIENDLY SHOW!



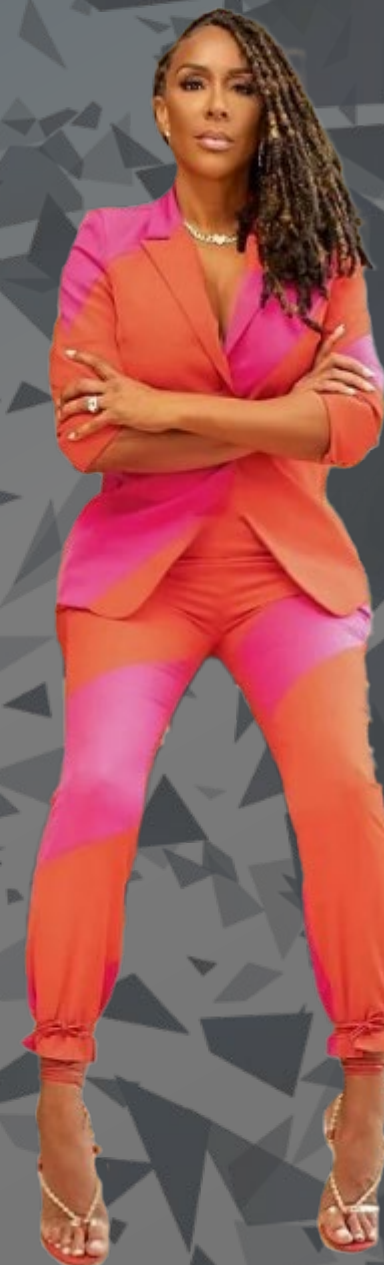
**DEDE IN THE MORNING  
NOW COVERING  
85 MARKETS AND  
GROWING**

**DEDE WILL  
ENDORSE  
AND/OR  
VOICE YOUR  
CAMPAIGN**

**DEDE'S  
RATINGS WILL  
CONTINUE  
TO GROW IN  
2024**

**GREAT WEEKEND  
SHOW TOO!  
DEDE'S WEEKEND  
KICKBACK  
\*\* 4 HOURS \*\*  
RUN ANYTIME OVER  
THE WEEKEND**

**DeDe  
in the Morning**





# SHOW OVERVIEW



## HOST

DeDe McGuire



## TEAM DEDE

J.J. Williamson

J-Kruz

Tre G

Ariel



## KEY BENCHMARKS

Mad Minute

DeDe's \$1,000 Minute Giveaway

DeDe's Date Fail

Hot Topics



## CONTENT / MUSIC

4 Segments per hour

6 - 8 Songs per hour

# DeDe

in the Morning





SHOW CAST



**DeDe McGuire**  
Show Host



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



**J-Kruz**  
Co-Host



**TreG**  
Co-Host



**Geo Cook**  
General Manager

**DeDe**  
in the Morning



# ABOUT *DeDe McGuire*

- » 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 hosts her own nationally syndicated radio show, "DeDe in the Morning", heard weekday mornings on KKDA/K104 Dallas, Texas.
- » **Most recent Awards include: 2021 Gracie Award** for Host/Personality in Radio – Nationally Syndicated by the Alliance for Women in Media, RadioINK **Most Influential Women in Radio 2024, 2023, 2022, 2021**; Mentoring and Inspiring Women in Radio **2021 MIW AIRBLAZER AWARD** Winner, 2024 Salute Her Award Winner.
- » **The DeDe McGuire Foundation** assists women and mothers who wish to further their education by offering financial scholarships
- » 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, Yahoo!, Ebony, Upscale Magazine, Dallas Business Journal, RadioINK, INSIDE RADIO, All Access, Radio Facts, and The SOURCE Power 30.
- » DeDe McGuire supports non-profit organizations: 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), and Journey of a Young Lady (Transitional Education into Young Womanhood)



## DeDe in the Morning





# ABOUT *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





# ABOUT *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*.

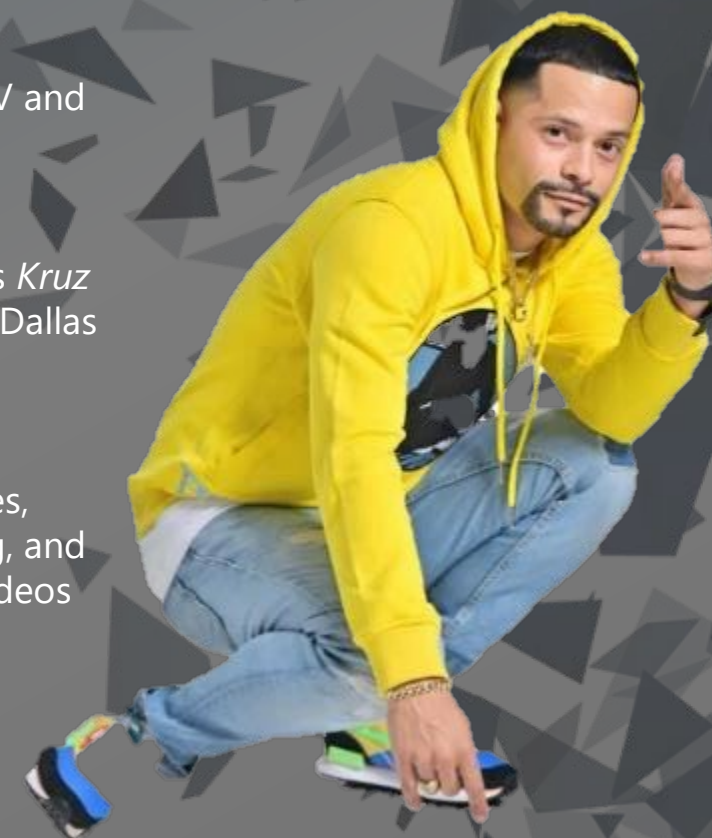
In 2017, he was elevated to morning co-host of the *Veda Loca in the Morning* show highlighting his own feature titled Kruz News. The morning show was broadcast live on the CW33 TV station in Dallas.

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, swagger, 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 & SEGMENTS



**Money Making Monday Financial Tips**



**\$1000 Minute Game**  
(3 times a morning)



**The Mad Minute Prank Call**  
(1x per morning)



**DeDe's Hot Topics**  
(5x per morning)



**The 5 Things That You Need to Know**  
(1 x per morning)



**DeDe's Date Fail** (1 x per day)



**Small Business Spotlight**  
(1 x Thursday)



# DeDe in the Morning





# PROMOTIONS & EVENTS

MARKET  
VISITS

COMMUNITY  
EVENTS

INFLUENCER  
HOSTED  
EVENTS

AUDIENCE  
CONTESTS

LIVE LISTENER  
ENGAGEMENT



DeDe's  
Do-Over  
Scholarship  
Giveaway



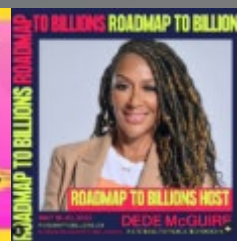
DeDe's  
Black-  
Owned  
Business  
Spotlight



Win  
Cash  
Every  
Morning

# DeDe

in the Morning





# DEDE IS COMING TO YOUR CITY!

# DeDe

in the Morning

- ✓ DeDe will voice local sponsorships at no charge - Or - assist with specs.
- ✓ DeDe will come to the market for events and broadcast from your city.
- ✓ DeDe will read sponsor mentions at no charge. No limit.
- ✓ DeDe will create videos for website and socials.
- ✓ Quick turnaround on liners, promos, and sponsor mentions.
- ✓ Compass will assist in creation of artwork for station website, billboards, and promotions at no charge.
- ✓ DeDe will read copy for station local promotions.
- ✓ DeDe highlights local advertisers for **Black Business Spotlight**.
- ✓ Chattanooga Sample [HERE](#)
- ✓ **Local Customized Segments**

## CONTENTS AND MARKETING

- ✓ We integrate our markets into DeDe contests. DeDe gave away \$2500 HBCU scholarships to commemorate **Black History Month** in five Affiliated markets **INSTAGRAM POST**
- ✓ For **Mothers Day**, DeDe gave away money to cover day care costs in her "We Got You Girl" giveaway
- ✓ DeDe gives away **Cash** every morning





SPONSORS  
SPOTLIGHT

# LATEST ADVERTISER LIST NATIONAL / MARKET

- |               |                 |
|---------------|-----------------|
| Abbvie        | KFC             |
| Autozone      | Macy's          |
| BET           | NBC             |
| BetterHelp    | Nerd Wallet     |
| Circle K      | NHTSA           |
| Dell          | Panera          |
| Door Dash     | Rocket Mortgage |
| Exergen       | Score Master    |
| General Mills | We Fix Money    |
| Indeed        |                 |

DeDe  
in the Morning





# DEDE McGUIRE **SNAPSHOT**

## THE QUEEN OF MORNING RADIO, INFLUENCER, BRAND AMBASSADOR, AND PHILANTHROPIST

- » On-Air Broadcast Talent, Philanthropist, Community Activist, Mentor, and Influencer. DeDe McGuire strives to continue being a popular media personality, strong working woman and entrepreneur
- » Host of *DeDe In The Morning*, a nationally syndicated radio show broadcasting from the legendary K104 Dallas and syndicated by Compass Media Networks. The show is currently heard on 80 radio stations across America and consistently dominates ratings in the Dallas/Ft. Worth metro and dominates the 18-49 Female audience
- » DeDe has been named one the “Most Influential Women in Radio” for 2025, 2024, 2023, 2022, 2021 and 2019 by RadioINK magazine
- » 2024 NOMINEE - RADIO HALL OF FAME
- » 2021 Gracie Award Winner for Host/Personality in Nationally Syndicated Radio
- » Additional awards 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
- » The DeDe McGuire Foundation assists low-income women, mothers, are HBCU college students with education 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
- » 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, [Sheen](#) Magazine, [Her Agenda](#), [Yahoo!](#), [Ebony](#), [Upscale Magazine](#), [Dallas Business Journal](#), [RadioINK](#), [INSIDE RADIO](#), [All Access](#), [RadioFacts](#), and [The Source Power 30](#)





# WHAT'S GOIN' ON WITH DEDE IN THE MORNING!

# DeDe

in the Morning

## CONNECT WITH US!

FOLLOW, LIKE, & SHARE  
SHOW SOCIAL CONTENT:

To Download Web Segments, visit  
[www.dedemakesmelaugh.com](http://www.dedemakesmelaugh.com)



J-Kruz



J.J.  
Williamson



Tre G



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



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DeDeintheMorning



K104fm



DeDeInTheMorning





**For Affiliate Information, call:**

Nancy Abramson

*SVP Affiliate Sales*

Compass Media Networks

Direct: 914-708-1451

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**Listen to Show Demos**

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