

DeDe McGuire: 'I'm Trying My Best To Kick Down Some Doors.'

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Since 2011, DeDe McGuire has hosted “DeDe in the Morning” on Service Broadcasting Corp. urban contemporary “K104” KKDA-FM (104.5) Dallas. The five-hour weekday show, along with “DeDe’s Weekend Kickback,” has been syndicated by Compass Media Networks since 2018, currently airing in more than 80 U.S. markets.

During her on-air career, McGuire has appeared on CNN, BET, and Fox, and interviewed former President Barack Obama, former Vice President Kamala Harris, Hillary Clinton, Beyoncé, and Jay-Z. “I love being able to inform and entertain our audience. It’s the best thing ever,” McGuire, who’s been called a trailblazer and “the hardest working woman in radio,” tells the Dallas Morning News.

As one of the first women to host a nationally syndicated morning radio show in a business traditionally dominated by men, she says, “I’m trying my best to kick down some doors for [women].”

While McGuire wasn’t new to syndication before “DeDe in the Morning,” having co-hosted “The Ride with Doug and DeDe” with Doug Banks for six years, she remembers how difficult it was just to break into radio as a woman. While taking college courses in telecommunications, she worked as a receptionist at a country station and got the opportunity to join one of the hosts for some “playful on-air banter.” When the station owner’s wife said she had “a great voice and an unbelievable personality” and should be trained for radio, McGuire was on her way, although not at the country station, having been told they couldn’t “have a Black girl hosting.”

McGuire got her first hosting shot at the local Black-owned station, followed by more on-air work at other stations across the country. “The biggest thing was getting people to recognize that as a woman, I could do it,” she says. “They wouldn’t give women a chance.”

When McGuire landed at “K104” as a fill-in host but was hired full-time after one day, she knew she’d found her place.

“I personally see women come up and just tell her she was their inspiration, and I think that’s kind of what kind of pushes her [to] the top,” says David “Breeze” Carter, one of McGuire’s producers. “She knows somebody’s watching her, somebody’s drawing energy from her.” Service Broadcasting Director of Operations George Cook notes that McGuire has an impact on people locally and nationally and “her reach continues to expand.”

What’s next for McGuire? She tells the Dallas Morning News that she’d like to spend 10 to 20 more years hosting “DeDe in the Morning,” of which she currently only has partial and would like to gain full ownership. She also says she’s focused on growing her brand by helping other radio personalities and podcasters and spending more time managing and mentoring others looking to enter the business.

