

Dede

in the Morning



DEDE IS A STAR!

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!

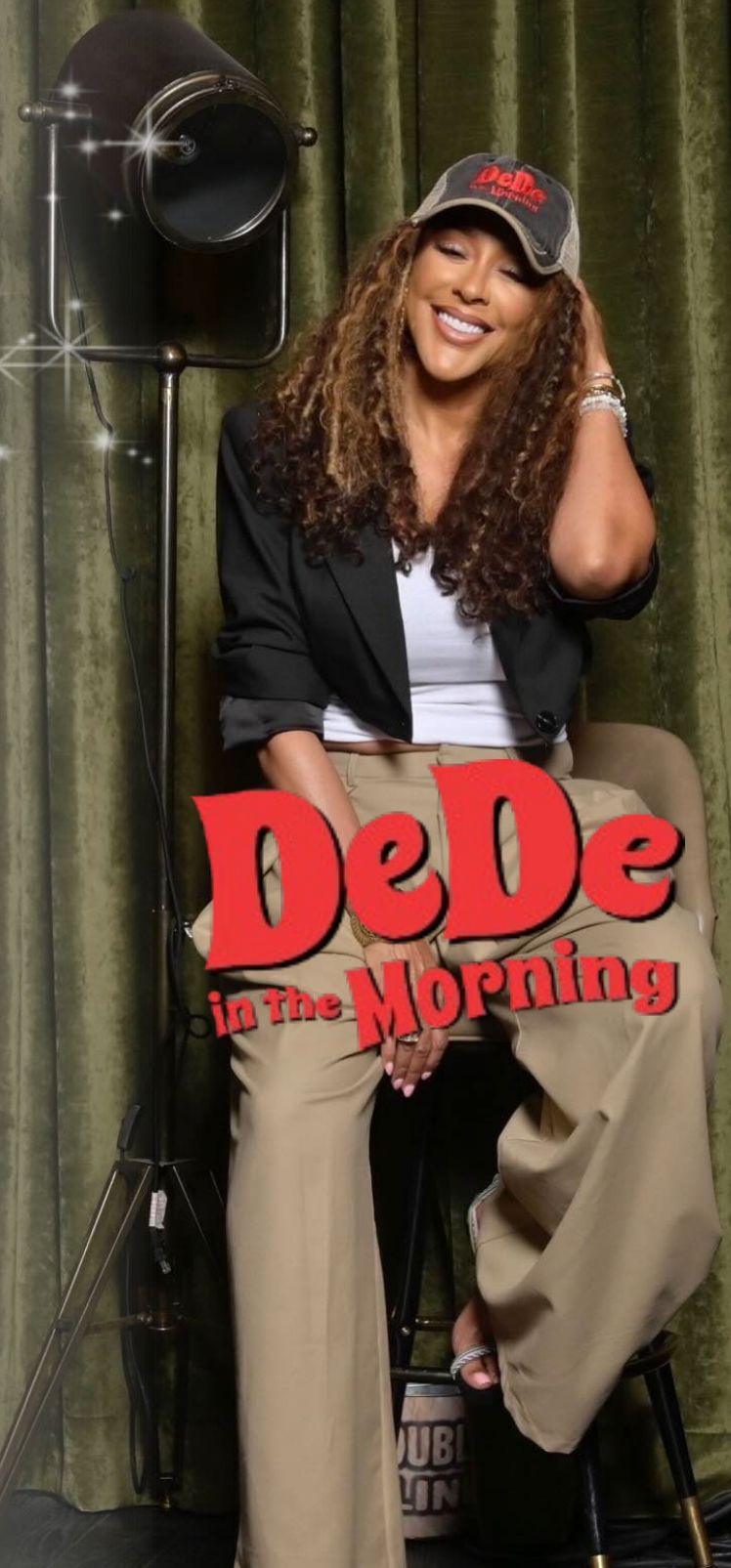
■ Nationally syndicated by Compass Media Networks

■ Currently heard on over 85 radio stations across America

■ The show is available weekday mornings and weekends

■ Consistently dominates the 18-49 Female audience

DeDe
in the Morning



SHOW
MOMENTUM

DeDe
in the Morning



AWARDS
2025



QUICK WIT &
HUMOR THAT
CAPTIVATES HER
AUDIENCE



INFECTIOUS
PERSONALITY
THAT RADIATES
POSITIVITY



GENUINE
CONNECTION
WITH LISTENERS



EMPATHETIC
AND RELIABLE

DEDE MCGUIRE HAS EMERGED AS A TRUE TRAILBLAZER, SHATTERING GLASS
CEILINGS AND INSPIRING ALL TO FOLLOW THEIR DREAMS!

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
2026**

**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

Tre G



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

in the Morning



DeDe McGuire
Show Host



J.J. Williamson
Comedian/Co-Host



TreG
Co-Host

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", originating on KKDA/K104 Dallas, Texas.
- » **Most recent Awards include: 2025 Inductee in the Radio Hall of Fame, 2025 Living Legends Frankie Crocker Radio Personality Award, US Black Chambers INC Power 50 Women of Influence 2026, 2021 Gracie Award** (Host/Personality in Radio – Nationally Syndicated by the Alliance for Women in Media), **RadiolNK Most Influential Women in Radio 2025, 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, RadiolNK, 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



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 St. Louis.
- ✓ 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
AUTOZONE
BET
BETTERHELP
CIRCLE K
DELL
DOOR DASH
EXERGEN
GENERAL MILLS
INDEED**

**KFC
MACY'S
NBC
NERD WALLET
NHTSA
PANERA
ROCKET MORTGAGE
SCORE MASTER
WE FIX MONEY**

AWARD-WINNING RADIO HOST

DEDE MCGUIRE



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 85 radio stations across America and consistently dominates ratings in the Dallas/Ft. Worth metro and dominates the 18-49 Female audience
- » **RADIO HALL OF FAME, 2025 INDUCTEE**
- » **2021 GRACIE AWARD FOR HOST/PERSONALITY IN RADIO**
- » **MOST INFLUENTIAL WOMEN IN RADIO 2025, 2024, 2023, 2022, 2021; MENTORING AND INSPIRING WOMEN IN RADIO 2021 MIW AIRBLAZER AWARD WINNER, 2024 SALUTE HER AWARD WINNER**
- » **2025 LIVING LEGENDS "FRANKIE COCKER RADIO PERSONALITY AWARD"**
- » **U.S. BLACK CHAMBERS, INC. POWER 50 WOMEN OF INFLUENCE 2026**
- » **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, and 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
- » 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



RADIO
HALL OF FAME

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



DeDemakesmelaugh.com



[@DeDeIntheMornin](https://twitter.com/DeDeIntheMornin)



[DeDeMakesMelaugh](https://www.instagram.com/DeDeMakesMelaugh)



[DeDeintheMorning](https://www.instagram.com/DeDeintheMorning)



[K104fm](https://www.youtube.com/K104fm)



[DeDeInTheMorning](https://www.facebook.com/DeDeInTheMorning)



J.J.
Williamson



Tre G



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SVP, Affiliate Sales

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