

# ABOUT DEDE MCGUIRE





## BIOGRAPHY DEDE MCGUIRE

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, 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 the 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. Listen to KKDA/K104 FM "***DeDe in the Morning***" live weekdays from 5AM until 10AM CST on K104 in Dallas and radio stations nationwide via syndication with Compass Media Networks.

Follow her on Instagram at [DeDeinthemorning](#) and [DeDeMakesMeLaugh](#).

# BIOGRAPHY DEDE MCGUIRE



## An In-Depth Interview w/DeDe

K104's first female morning show host talks with [Chris Howell](#) about her family, earning audience trust, her unique career and so much more.

DeDe McGuire  
THE QUEEN OF RADIO

## How DeDe McGuire's nationally syndicated voice stays relevant (Video)

Nov 7, 2018, 6:50am CST

Behind DeDe McGuire's energetic, delightfully frank voice is a calculated business executive who relentlessly studies her industry and sets ambitious goals to dominate.

Leaders in other industries would be well-served to learn how McGuire — radio host of KKDA-FM's morning show — has dealt with disruptive technology, changing customer behaviors, and her own complacency.

It's hard to break into radio; it's even harder to stay relevant. During a listener's morning commute on K-104, McGuire must compete with other morning shows a few notches to the left or right, satellite radio, and a myriad of other driver distractions.

What's arguably more impressive is that she's one of few women nationwide to have her own syndicated morning show. McGuire has appeared on CNN, FOX, Oxygen and BET, and has interviewed world leaders, from politicians to celebrities like Jay-Z and Beyoncé.

She sat down with the *Dallas Business Journal* to discuss her career from the living room of her lakefront property west of Dallas.

### How did you get started in radio?

I was youngest of five kids. We would always read out of a newspaper, pretending to be news anchors. We would tape ourselves and play it back. My mother also would do voiceovers on radio in Seattle for her friends.

(Fast forward) While home from college in Killeen, Texas, I worked at a country radio station as a receptionist. One day they were having an on-air auction at Christmas time. The DJ called me in and said, "Come over here and describe this toy for me" on the air. While we were bantering back and forth, the (radio station) owner's wife hears it, and later tells the DJ he should train me to be on air. They did, and my name was going to be "Misty Morgan" on this country radio station.

### How have you been able to keep a steady career in radio? The industry is notorious for turnover.

To last this long, I've been a student of the game. It's changed; we're rated differently now. We're rated through a PPM (Portable People Meter) system instead of a system where people had to write things down.



JAKE DEAN

DeDe McGuire inside her Arlington home

# PRESS COVERAGE DEDE MCGUIRE

The PPM is almost like a pager they walk around with. So the way we communicate has changed. I studied it.

Learning PPM was the catalyst for me to stay relevant. I want to be better. I realized early on, if I want to stay in radio, I've got to stay up on all the technology.

## **Discuss the challenge of being a woman in this industry.**

I never let that be a problem. I never let that be an issue. I never made it an issue. Growing up, my mother always said you're going to have to work 10 times as hard — period. So being a woman in radio, I just know I'd have to work harder anyway. I was already doing it. I just never let it bother me or be a deterrent or obstacle.

## **How would you describe your management style?**

The biggest thing for me was figuring out the mood of the room, and then setting the mood and tone of the room. What I needed everyone to understand was that it was OK to make mistakes. A lot of time in jobs, bosses make you feel like you're going to get fired if you make a mistake. You can make a mistake because we're human. I wanted to keep it light, so they would try to do something outside of the norm, outside of the box.

The other thing is, I had to sit back and really get to know them. I have to treat each person differently. I can go to (co-host) Lady Jade and say, "Hey, I'm going to talk about this story; let's get some of the details." But I may not be able to do that with (co-host and stand-up comedian) Michael Shawn. Now I can tell Michael Shawn, "I'm going to talk about Taylor Swift today, because she came out with a political statement, but the one piece that will resonate with our audience is when she mentions 'systemic racism'. Let's talk about how Taylor Swift is 'woke', and all the people Taylor Swift is more woke than, and let's position her as our new civil rights leader." I set him up to show him the gem in the story. So I know what everybody's strengths and weaknesses are, and I've got to figure out how to make it work.

## **How do you stay motivated to keep going?**

I was 20 when I got into radio. I said to my mom, "I'm going to make it to a major market by the time I'm 25." Well, I made it to a major market by the time I was 22, and I coasted. I didn't make any other goals. And my mother said to me, "You messed up. You stopped dreaming. You stopped setting goals." Now I create a vision board every year. I'm intentional about where I want to go. Now I'm always setting goals.

One goal was to study social media — to learn how to become more active on social media; to figure out what to post, how to post. I wasn't used to exposing my life. I had to learn what to post. how to post, what time to post. I started paying attention to everybody's social media, especially those influencers who were doing well. I started asking some of the Millennials at the station, "How do you do this?" "What app is that?" I started asking all the questions. If I'm going to stay relevant and grab their attention, then I need to talk to them and let them mentor me.

## **How do you deal with competition?**

I'll be honest with you, I'm not competing with anyone else; I'm competing with myself. I'm competing for my show to be better than it was, and to figure out what we can do to be better. I listen to air checks to figure out what I can do differently: How I can approach a subject differently? Am I sounding sympathetic enough to somebody? Am I bulldozing? Am I repeating the same thing?

WOMEN OF COLOR IN MEDIA 2018



Photo Credit: Kauwane Burton Photography

*People still want the personal touch of a good radio personality. People want company and that's what we give them.*

## DeDe McGuire

Syndicated Morning Show Host

DeDe McGuire started her career in radio in the Killeen/Fort Hood area at Texas at a country radio outlet. She was a receptionist at KOOV. She got a chance to practice being on the air during the weekends. Shortly after that, she hosted her own show in various markets in Dallas, Chicago and Philly. She got a call from the late Doug Banks, who was looking for a co-host, and she got the job. She continued to co-host the show while taking another position at KKDA in Dallas. She filled in on the morning show then became a co-host when a new morning show came into the market, which didn't last long. That's when she was offered the opportunity to host the morning show on her own. Recently her show, "DeDe in the Morning" went national and is now syndicated.

## WOMEN OF COLOR IN MEDIA 2018

You have seen many changes in the industry over the years, did you ever think you would end up hosting a show in a slot that is still male-dominated (mornings)?

Yes and no! A woman I worked with in Chicago told me I would host my own morning show one day and I laughed at her. I knew I could host after co-hosting Doug's show and was waiting for the opportunity. It was actually on my vision board.

When posed with the question 'How does it feel to do a morning show as a woman' do you try to not focus on that if so, why or why not?

I wouldn't know how else it would feel. I'm honored to host and I'm honored to know that since I took over as host years ago, more women have been given the chance to host.

**What are some of the benefits, selling points, of women doing mornings in radio as far as the listeners?**

Women are more sensitive about which topics are appropriate for the time of the morning. I think we are more intuitive about the mood of the country and city you're in. When there is a serious subject, our approach changes and becomes more comforting for the caller and listeners. As women, we wear so many hats. We are chameleons, so there are very few situations we are not capable of handling. We know our listeners. We know where they are in life or know someone that has, or going through any scenario now. It's that knowledge that women can offer to start everyone's day with sympathy, empathy, education, entertainment and some morning laughs!

**You've had an amazing career and you have worked with industry legends like the late Doug Banks. What are some of the most valuable things that you learned from Doug?**

I learned how to lead without a heavy hand. I've learned how to make every member shine. I've learned that by keeping the mood in the room light, brings out the best in everyone. People are more prone to feel comfortable and creative. I also learned to let mistakes happen and embrace them. That is what humans do... we make mistakes. He used to tell me his #1 rule - "super-serve" the audience and clients! He was the best radio teacher I ever had! He gave me advice on how to deal with and be a leader of my own show and how to work with management.

**What did people like Doug learn from you?**

I think Doug learned how to be a brother/sibling from me. He was an only child and he and I were like brother and sister. He would come to my house when my mom was in town. He was also close with my brother Mychal and talked radio with him every chance he got. He also learned from me how to watch the length of our breaks! That man could go looong on a break and because I began to know PPM and our syndicated breaks would be too long, I would pull out my timer and self-edit. He started doing that as well.

**The Brand Manager/PD at the station, Geo Cook, is extremely supportive of you. Have you always been supported during your journey in radio? If not, how did you keep motivated?**

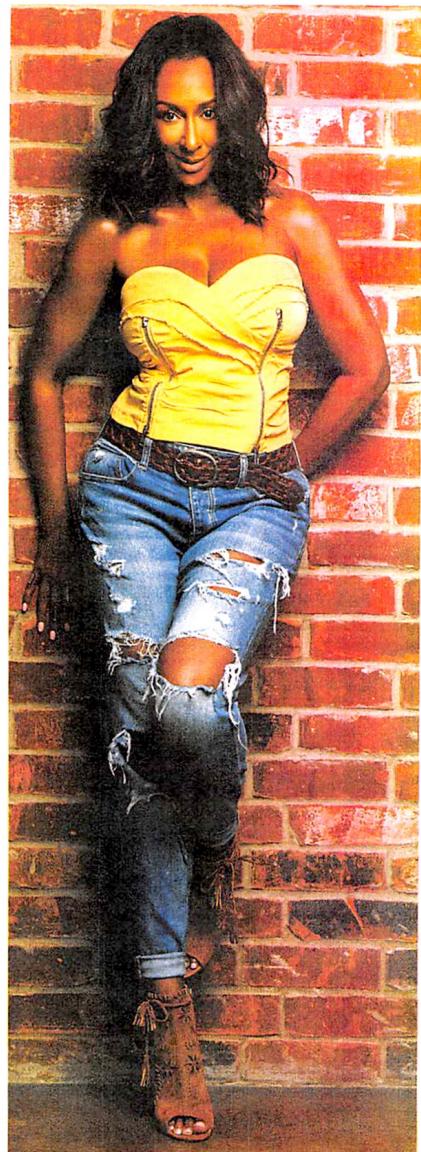
Yes...I was always supported! From Terry Avery's support to Derek Brown, Gary Saunders, Russ Parr, to my husband. Heck, even record rep David Linton was supportive! Today, I get overwhelming love and support from women all over radio. I have women coming up to me at radio panels, conventions and on the street saying "go girl," and "we're so proud of you!" Compass Media has been very supportive as well. Their commitment and vision was the reason I wanted to work with them.

**With streaming making such an amazing impact on the music industry, how do you think it will affect commercial radio?**

People still want the personal touch of a good radio personality. People want company and that's what we give them. Information, entertainment and music are a winning combination.

**What are your thoughts on Podcasting as a radio pro? For whatever reason jocks are seemingly completely disconnected from this growing and hugely successful concept.**

Freedom! The freedom to do what you want (which tells a lot about a person). There is also a lot of branding opportunity if done right. I think podcasting is another vehicle to get your message out and hone your skills and expand your brand. I'm working on developing one now.



**When you watch or listen to podcasts, what are some of the first things you notice (good or bad)?**

The first thing I notice is whether the person is a trained broadcaster or not. It's so evident and it can be painful to listen to when a host isn't. I also notice conversation clutter ... direction of break or lacking one. The good thing I notice is the expansion of a break and the chance to be authentic with your thoughts or opinion.

# DEDE MCGUIRE



Learn More:

[www.DeDeMcGuire.com](http://www.DeDeMcGuire.com) | [CompassMediaNetworks.com](http://CompassMediaNetworks.com)

Article:

<https://www.bizjournals.com/bizwomen/news/profiles-strategies/2018/11/how-morning-radio-host-dede-mcguire-stays-relevant.html?page=all>

Facebook:

<https://www.facebook.com/dedeinthemorning>

*DeDe In The Morning* Women's Luncheon WFAA/ABC [video]:

<https://www.wfaa.com/video/entertainment/television/programs/good-morning-texas/dedes-womens-history-month-kickoff-luncheon/287-c0240046-ba50-4029-9627-c27c97e0b818>

“Good Morning Dallas” WFAA/ABC Interview [video]:

<https://www.wfaa.com/video/entertainment/television/programs/good-morning-texas/dede-mcguire-talks-about-her-new-foundation/287-8283343>

