



Who is Barbara De Laleu, aka “Roxie Digital”?

Barbara is a major media master and a pop culture news phenom in her own right. Her accolades include but are barely limited to her new title as Dr. Barbara De Laleu, newest member of the illustrious Zeta Phi Beta Sorority, Inc. Sigma Kappa Zeta Brooklyn Graduate Chapter, Department of Mass Communications Adjunct Professor at Iona College, commentator, entrepreneur, podcaster, social media influencer, and have been heard in her primary role as On air personality for New York’s 95.5 PLJ and Radio 103.9. De Laleu has worked across several New York City radio stations like WWRL 1600AM - La Invasora, 107.5 WBLS FM, 1190 WLJB, 102.3 WBAB and 106.1 BLI and Radio 103.9 where she began her NYC radio career under

her new name “Roxie!”

Previously, for almost 9 years , De Laleu used the radio moniker “The Beautiful Stranger” rocking the mic overnights and weekends on Long Island’s #1 Rock station 102.3 WBAB and 106.1 WBLI while concurrently holding down positions as radio producer and board operator gigs for heritage station WWRL 1600 AM and for the legendary Imhotep Gary Byrd at 107.5 WBLS and 1190AM WLJB to name a few.

Not being deterred by her already impressive resume, Barbara has close ties to her community both stateside and abroad, and takes her work in bringing awareness to the most pressing topics quite seriously speaking at various colleges, universities, high schools, workshops and open forums. In the fall of 2017, De Laleu brought her talents as a Social Media and Video Production workshop instructor at CUNY LaGuardia Community College and back in 2013 at Essex Community College in Newark, NJ. Before that, Barbara's dedication was awarded in the spring of 2017 with the "Power Woman in Business" Award alongside 39 other powerful women in the borough of Queens from Star Network.

Whether it's the radio industry, community based, academia or not-for profit work, Barbara's history of leadership makes her a definite contender in the ever-growing and changing entertainment industry. In the past three years, De Laleu has been presented with a Citation from Nassau County Legislator From District 3 Carrie A. Solages for the service, dedication, and commitment she provides and shows to her hometown community of Elmont, NY. In addition, she was an active mentor of both Girls PRIDE Project and NYC G.R.E.A.T. (Girls Reaching Every Apex Together). De Laleu was awarded with an Honorary Doctorate of Humane Letters and special Ambassadorial Appointment from the Canadian International Chaplaincy Academy International University and Seminary in Houston, TX, recognized for her active work and mentorship within the community and radio industry.

De Laleu is not one to be discouraged by the number of hours in the day; in fact, she is highly proficient at bringing her “A” game to everything she undertakes every day. As some people may find comfort in landing the dream job, Barbara is always seeking ways not only to do better, but to be better. In Barbara’s emerging career as a radio personality and producer, she has made quite a name for herself in the broadcast media world by lending her vocal talents with BET, Black Enterprise Magazine, WBLS, WLIB, WBLI, Aetna, American Impact Media and Sports Illustrated.

As her professional and educational journey persisted, Barbara spent the summer of 2012 participating in the International Field Program in Buenos Aires Argentina through her Graduate School Program at the New School where she obtained two of her Masters degrees and where she had the opportunity to work with a local radio station and NGO on environmental and community outreach issues. Barbara fully immersed herself in the culture, and took on learning the language and is quite proficient in speaking Spanish.

Not to be outdone by herself, Barbara aka “Roxie” plans to take 2019 by storm with not only her current role as both Co-founder and Board of Directors member of the #NoDisrespect Campaign, a youth empowerment campaign aimed at self-respect and respect for others while navigating through a socially active world, but recently launched a podcast called “No Disrespect But...” as well as a host of television projects set to change the scope of cultural and social interaction in today’s society. This young lady is not only a harbor for multiple talents in the radio sector, she wears her many hats so passionately that it inspires all those around her to step their game up. In her near future, Barbara’s ultimate career goal is to obtain ownership of media, and particular radio stations in Haiti and the US and completing her Doctoral work in Instructional Leadership and International Education. Judging from the dreams that she has brought to fruition, this goal is simply an idea that will eventually be realized.