



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, commentator, entrepreneur, blogger and radio personality for New York’s 95.5 PLJ! She’s been heard across New York on stations like WWRL 1600AM - La Invasora, 107.5 WBLS FM, 1190 WLIB, and Radio 103.9 NY where she continued her 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, and radio producer and

board operator at 107.5 WBLS and 1190AM WLIB 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.

Recently awarded with the “Power Woman in Business” Award alongside 39 other powerful women in the borough of Queens from Star Network, Barbara’s history of leadership in the radio industry, community service, academia and not-for profit organizations makes her a definite contender in the ever-growing and changing entertainment industry.

In March 2015, she was 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 is an active mentor of both Girls PRIDE Project and NYC G.R.E.A.T. (Girls Reaching Every Apex Together) In addition to local community service and leadership recognition, De Laleu was awarded with an Honorary Doctorate of Humane Letters and special Ambassadorial Appointment in May of 2015 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.

She 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. Barbara has shared her vocal talents with BET, Black Enterprise Magazine, WBLS, WLIB, WBLI, Aetna, American Impact Media and Sports Illustrated. Barbara has also worked as an On Air Radio Personality for Cox Media Group Inc., and Producer and Board Engineer for Emmis Communications, Its safe to say she is a lane all her own, and the path she is blazing is burning strong.

As her professional and educational journey persisted, Barbara spent the summer of 2012 participating in the International Field Program in Buenos Aires Argentina 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 newest role as Co-founder of the #NoDisrespect Campaign, a youth empowerment campaign aimed at self-respect and respect for others and navigating through a socially active world! In addition, she recently got involved with the Open Door Arts in Education Project as a teaching artist, on the Education Leadership Council for College Summit NYC, and host committee member for the Delete Blood Cancer organizations all giving back to community through scholarship and education awareness through fundraising events.

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 up their game. In her future, Barbara's ultimate career goal is to obtain ownership of media, and particular radio stations in Haiti and the US. Judging from the dreams that she has brought to fruition, this goal is simply an idea that will eventually be realized.