

BARBARA DE LALEU

msdelaleu@msdelaleu.com

VOICE | RADIO

546 Conway Road
Elmont, NY 11003
908.616.8375

BIOGRAPHY

Barbara De Laleu is a local radio personality with a history of leadership in both the academic realm and not-for-profit organizations. She is the former Vice President, Programming Committee Chair, and Membership co-chair of American Women in Radio and Television New York City Chapter now renamed Alliance for Women in Media. In a short period of time, Ms. De Laleu has developed a reputation as the organization's "rising star," building a successful track record of establishing relationships with professionals in her field, facilitating organization events, and actively interacting with current and prospective members.

Barbara is the recipient of numerous awards including the 2008 Honoree of the American Women in Radio and Television Annual "25 Women Who RULE in Sales & Marketing," 2005 recipient of Who's Who Among American Colleges and Universities, and 2008-2009 recipient of AWRT's BELL (Bringing Excellence at a Local Level) AWARD just to name a few. Her leadership has motivated her to pursue further research on minority women in media ownership roles in the MA in Media Studies Program at New School University in New York City.

CHARACTERISTICS

Resourceful, organized leader with excellent reputation for marketing and networking capabilities, positive disposition, Self-motivated and able to multi-task, well-spoken, strong communications skills.

EDUCATION

- *BS in Communication Arts, Minor in Linguistics, 2005*
St. John's University, Queens Campus, Jamaica, NY
- *MA in Media Studies, Media Management Program (MMP), 2011*
New School University, New York, NY
- *National Broadcasting Training Network Apprenticeship, 2006*
WWFS (Former) Mix 102.7 and WWPR Power 105.1

TECHNICAL

- Donovan Data System (Katz Media Group Marketing Research Software), Maximiser (Market Research), BIA (Media Research), PPM Analysis Tool, ACT Database (Market Research), Sales Pro (Sales Research), Excel, Microsoft Word, Wordpress, Tumblr
- FileMaker Pro, PowerPoint, Adobe Audition 1.5, Pro Tools, Sound Forge, Promo Suite ShortCut 360 editing, Airwave Digital Board, Maestro software, VoxPro

PROFESSIONAL

- **Cox Radio Inc. Long Island – 106.1 WBLI FM**
On Air Personality 2007-present
On Air weekend, weekday overnight, and fill-in personality
- **Access1 Communications – 1600 AM WWRL**
Voiceover Talent, Phone Producer, Board Operator 2007-present
Produce and voice spots, live programs, and work on special projects
- **Inner City Broadcasting Corporation – 107.5 WBLS & 1190 WLIB**
Board Operator, Producer, and Voiceover Talent – 2009- present
Producer of the Gary Byrd show, voice promos, solicits, and spots, operate console, work special events like the annual Circle of Sisters
- **Take On The Day, The Dr. Laura Schlessinger Program – Syndicated Programming**
Affiliate Relations Rep, 2007-2009
Prospecting and selling to potential & existing affiliates, work with programming in fast paced environment
- **New School University Department of Media Studies – New York, NY**
Graduate Student Advisor Assistant/ 2008-present
Advise MA program students on department and University while assisting chair in student issues
- **American Women in Radio & Television (now renamed Alliance for Women in Media) New York City Chapter**
Vice President, Programming Chair, Membership Co-Chair, Active Member, 2007-2010
Planning, producing, & maintaining events for organization members and upholding AWRT mission

VOICEWORK

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|---|-------------------------------------|
| • 107.5 WBLS FM – Inner City Broadcasting Corp. | Promos/Liners/Solicits/:30-:60spots |
| • 1190 WLIB AM - Inner City Broadcasting Corp. | Promos/Liners/Solicits/:30-:60spots |
| • AM 1600 WWRL- Access 1 Communications | Promos/Drops/:30-:60 spots |
| • American Impact Media | Phone Hold Message |
| • Black Enterprise Magazine – Earl Graves Company | :60 Radio Spot/Phone Hold Messages |
| • Black Entertainment Television Networks-Viacom | Promos-(VO work in Sound Library) |
| • Continuous Climax- Rick Allen Creative Company | Sample Promotional VO Work |
| • New School University, WNSR New School Radio | WNSR New School Radio Promos |
| • Aetna (Edge Studio New York, NY) | VO for Website presentation |

BOOK/PUBLICATION/ONLINE MENTIONS

- *"N" Is For Networking: Finding What Works For You* by Dawn D Fobbs, CPC and Maggie Ying. Published by The Fobbs Group, LLC (May 7, 2010)
- Making Waves Magazine – American Women in Radio and Television Publication – Fall 2009
- St. John's University Newspaper&Magazine: (The Torch) Summer 2005 - Fall 2010 (Professional Accomplishments)
- New School University Newspaper: Free Press – Graduates Hitting The Ground Running Spring 2010
- Birthplace Magazine Online (www.birthplacemag.com)- Summer 2010 (Hip Hop Takeover)

- Creole Magazine – featured Help for Haiti Fashion Show hosted by The Beautiful Stranger- Spring 2010
- Black Star News Online Newspaper – Special Talent Feature Winter 2007
- BlogTalkRadio – Social Radio Network – Radio Interview with The Beautiful Stranger Winter 2008
- Talkers Magazine 2007

TALKS/APPEARANCES

- Career Day at PS 26 Jesse Owens School in Brooklyn, NY
- New School University Fall Open House Speaker – Spring 2009/Fall & Spring 2010
- Host of St. John’s University “Next Top Model” Competition Fall 2007
- Host of Help for Haiti Fashion Show New York, NY Spring 2010
- Black Entertainment Television Networks - Featured in Black History Month 2007 promo

AWARDS

- 2001 National Award Winner for Minority Leadership by the United States Achievement Academy
- 2004 St. John’s University Orientation Recognition Award for Outstanding Service to St. John’s student activities division
- 2004 St. John’s University Student Ambassador Program/Leadership Recognition
- 2005 National Dean’s List (St. John’s University)
- 2005 recipient of Who's Who Among American Colleges and Universities (St. John’s University)
- 2008 Honoree of the **American Women in Radio and Television (AWRT)** Annual "25 Women Who *RULE in Sales & Marketing*"
- 2008-2009 Rising Star Bell Award (Bringing Excellence at the Local Level) for the New York City Chapter of American Women in Radio and Television
- 2009-2010 Vice President of the New York City Chapter of American Women in Radio and Television (as of March 2010 now renamed Alliance for Women in Media)
- 2009 New School University “Graduates Hitting the Ground Running” Free Press Feature
- Fall 2009- New School University MA in Media Studies Department Graduate Assistant
- Spring 2010 – New School University MA in Media Studies Teaching Assistant
- 2008-2010 Media Studies Departmental Merit Scholarship, New School University
- 2008-2010 New School University Scholars Award
- 2010-2011 – Fulbright US Student Scholar Program Candidate
- 2010-2011- New School University Student Senator
- 2010-2011- New School University Orientation Leadership Program

CLUBS/ASSOCIATIONS

- WNSR New School Radio – New School University Online Radio Station
- New School University Student Senate
- New School University Orientation Leadership Program
- American Women in Radio and Television (now renamed Alliance for Women in Media) New York City Chapter
- National Association for Black Journalists
- Mentoring, Inspiring Women in Radio (RadioMIW)
- New York Women in Communications New York City Chapter
- Phi Eta Sigma National Honor Society
- Who’s Who Among American Colleges and Universities (2005)
- Black Alumni Association at St. John’s University Queens Campus
- Making Strides Against Breast Cancer Walks – St .John’s University Queen Campus team

SKILLS & HOBBIES

- Fluent in Creole/French, Familiar with the use of Donovan Data System (Katz Media Group Marketing Research Software), Maximiser (Market Research), BIA (Media Research), PPM Analysis Tool, ACT Database (Market Research), Sales Pro (Sales Research), Excel, Microsoft Word, FileMaker Pro, PowerPoint, Adobe Audition 1.5, Pro Tools, Sound Forge, Promo Suite ShortCut 360 editing, Airwave Digital Board, Maestro software
- Hobbies: scrapbooking, decorating, planning events, kickboxing, skydiving, community service, listening to music, NYC lounges/hotspots, traveling, rollerblading/roller skating, amusement parks/water parks, dancing, bowling, volleyball, kickball, soccer, astrology, numerology, board games (Scrabble/Monopoly), jogging, working out, Social Media (facebook/twitter/foursquare), blogging (msdelaleu.com/blog), & smiling/laughing it up!

MISCELLANEOUS

November 2008-Present – New York, NY

- **WNSR**-New School Radio is a school-run station where I volunteer and get involved as a **producer, host, and reporter**. New School Radio is also a faculty-advised online-only university radio station based at The New School. Programming is currently delivered in the form of streamable mp3s and, in the near future, podcast subscriptions.

April 2006 – Present – New York, NY

- Freelance Producer/On-Air Radio/Podcast Talent for **The National Hip Hop Association** based in New York, NY. I have been a member since April 2006 and currently still contributing to the non-profit organization's overwhelming success through taking part in community service and becoming the voice of the organization pushing for positive results in the Hip Hop Community.

May 2006 – Present – New York, NY

- Co-host for **Harlem Community Radio WHCR 90.3FM –Voice of Harlem; The Equilibrium Radio Show** every Wednesday 4p6p reaching half a million residents in the New York City area over both the airwaves and the internet. Responsible for **booking guests**, administrative support, marketing and public relations for show and its talent. In addition, have been active in the station's fundraising and holiday party committees. My on-air name for the Equilibrium Radio Show is Ms. De Laleu.

July 2006 – January 2007

- Former Host of Online Radio Show from 10A-2P on **PartyRadioUSA.net** Program Title was called "Stranger on the Streets" Mon - Fri 10A-2P, provided entertainment and celebrity news, station drops, and current events. My radio moniker was "The Beautiful Stranger"