

# Tale of three personae: DJ Roxi works her crowds

She has to shift gears as on-air host for different stations and as rock singer

**By Scott King**

Staff Writer

(September 30, 2005) She has no super powers, but like Clark Kent or Peter Parker, she has a secret identity. In her normal life, she is mild-mannered Becki Czyz, lead singer of Mind Control, but at all other times you can find her on 96 Rock and Kiss FM as DJ Roxi, saving the airwaves from bad tunes, one song at a time.

“When I first started, I was on Froggy and Q105 and I had a different name for each station. I’d be like ‘OK, where am I now? What station am I on? My real name is Becki but what is my name for this station?’ and so when I moved to Kiss I decided to just stick with Roxi,” Czyz said.

Czyz, 23, can be heard every weekday on 96 Rock, 95.9, from 10 a.m. to 3 p.m. and on Kiss FM, 105.5, from 3 p.m. to 8 p.m. Then on Saturdays she often does work from remote locations for both stations.

Although she has condensed her broadcasting handle to just one name, she still adopts a different on-air personality for each station. On Rock, where the average listener is a 35-year-old man going about his work day, she does her best to come off more as a guy’s girl who is laid back. Meanwhile on Kiss, where she is adored by teen-age girls, she can be more like herself.

“On Kiss I feel like I can just talk about anything. Whether I’m talking about my chihuahua or Britney Spears or whoever, I’m just really more outgoing.” Czyz said. “I think it really depends on the station’s music and listeners. I can’t go on Q105 and act like I do on Rock.”

One of the keys Czyz learned in her first year of deejaying is that on air personalities is what separates radio from CDs, digital stations or mp3 players. It is that connection and being able to relate to the deejay that keeps listeners from changing the station or using an Ipod.



OCEAN CITY TODAY/SCOTT KING

Becki Czyz, records a commercial in the 96 Rock studio.

“Not every 35-year-old guy is going to pick up the phone and tell me how great I am. But I get the 16-year-old girls from Kiss and that’s what they do. They can relate because I’m a female.

They get out of school and they are going to call me up and tell me how their day went and it’s something like I’m their friend whereas on Rock I’m more like the voice,” Czyz said.

To get her personality out there more, Czyz tells little stories with which people can easily relate.

If she drives home from the mall one day and looks over to see a crazy guy singing a song in a car, she will bring that up on air because it is something that people know and understand.

Since she has such a following of pre-teens from Kiss, Czyz tries to reach her audience in ways most deejays do not, through Instant Messenger. Often when in the studio she will sign online and take requests from kids when they get home from school.

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