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Idle talker keeps busy

Leslie Gold, also known as The Radio Chick, is in discussions with a national radio syndicator to get back on the air. The trash-talking morning show host was dumped from classic rock WAXQ last fall in favor of veteran disc jockey **Jim Kerr**.

She is quick to point out that since her departure, Q's morning ratings dropped to a 4.4 in the fall, from a 5.0 in the summer, in the coveted demographic of men 25 to 54, according to Arbitron. "We finished with the highest morning show ratings in the station's history," she crows.

Q's program director, Bob Buchmann, says that despite a lower rating, 50,000 more listeners tuned in each week for Mr. Kerr's show, a 10% increase in cumulative audience. "There are more listeners coming to the party," he says. "They're just not listening for as long." He predicts that ratings will improve as the new show matures.

Ms. Gold would not reveal either the name of the syndicator or the station that might air her show here. She says she's also been approached by a record label that wants to release a CD of Radio Chick highlights. Ms. Gold, who hosted a cable show on the Metro Channel, says she's trying to produce a late-night TV show. "I'm the busiest unemployed person in the world," she says.



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