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Radio Chick takes escape hatch back to WXRK

The Radio Chick has come home to roost.

Leslie Gold, a former morning host at WAXQ, midday host at hot-talk WNEW-FM and most recently a sometimes X-rated host on regulation-free Sirius Satellite Radio, will become afternoon drive host on WXRK (92.3 FM) when it adopts the "Free-FM" talk format after Howard Stern leaves in January.

Gold will bookend morning host David Lee Roth in the new lineup, and she said coming back to commercial radio won't create any crises of content.

"When you get to satellite and you can say anything you want, sure, you take advantage of it," she said. "But the novelty wears off. Using those words just to use them isn't very interesting."

Gold's discussions of sexuality, including her own, have often flirted with the explicit. But "there's nothing we discussed on Sirius," she said, "that we won't discuss on Free-FM. We'll just use different terms. Everywhere we've gone, we've done the same show: humor, sexuality and intellect. Nobody at [WXRK owner] Infinity has told me to do anything different."

While Gold said she enjoyed her time on Sirius, moving back to terrestrial radio should give her a larger audience, especially if her show is eventually syndicated to other Free-FM stations.

From Infinity's side, hiring Gold lets the company tell listeners they can get edgy content without subscribing to satellite - a message it would particularly like to send to young men.

"My audience is about 75% male," she said. "It's horny young guys. I'm fine with that."

"Leslie has the distinctive ability to bond with her listeners as if she were their best female friend," said WXRK vice president Tom Chiusano.

"In an industry so often dominated by male hosts, we are thrilled to welcome someone with her unique sense of humor and style," said Chiusano.

As often happens in radio, Gold is returning to a company where she was previously fired. At WNEW, she was fired twice.

But now, she said, "That wound was healed when the same guy who fired me at 'NEW hired me at Sirius. So it's satisfying to come back. Aside from the firings, I have to say I enjoyed working at WNEW more than any other place I've been."

She also said afternoon drive is "the shift I always wanted. When people are headed home, I think we give them a good way to relax. I'm not a morning person and my guys like to stay out late, so this is perfect for us."

Gold will bring her whole crew to Free-FM, including Chuck Nice and Butchy. Their shift will be 3-7 p.m., starting Jan. 3.

David Hinckley

Originally published on November 22, 2005

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