

**From:** Paganuzzi, Josefa  
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The following article appeared today regarding the Radio Chick!

Jack Myers Entertainment Report is distributed to media and advertising executives throughout the US.



June 25, 2003

**TODAY'S COMMENTARY:**

**From P&G and Harvard to Radio's Bosom Buddy: "The Radio Chick" Goes Bad**

By JACK MYERS

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## **From P&G and Harvard to Radio's Bosom Buddy: "The Radio Chick" Goes Bad**

**By JACK MYERS**

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**JUNE 25, 2003** - Imagine this scenario: a Procter & Gamble brand manager for Cheer detergent leaves the company to get her MBA at Harvard. After graduation, she negotiates a sizable loan and acquires a mid-sized custom window treatment manufacturing plant that she grows into a \$20 million enterprise. After selling it for a tidy profit, she decides to pursue a new dream: to become a female version of Don Imus and Howard Stern, delivering "guy humor coming out of a female's mouth, with intellect and sexuality." Take the fantasy three more steps. She becomes a hugely popular radio host with one of the highest rated morning shows in New York City, launches a TV career, and ultimately becomes a powerful media "brand." It's all come true for Leslie Gold, better known as the Radio Chick, except for the last step. But she is well on her way to becoming one of radio's dominant brand personalities, with her own television program and a line of unique products soon to be on the market. I'm betting that national expansion, growing popularity, and influence as a powerful media "brand" will soon follow.



**Leslie Gold**

### ***Underwear With Condom Pockets?***

In an exclusive interview with Jack Myers Entertainment Report, Gold was surprised to be referred to as a "brand." Yet, in addition to her daily "Radio Chick" morning radio show on WAXQ (Q104.3 FM) in New York, Gold will soon launch a "Chick on Chicks" Q&A column in a top men's magazine; her exclusive (and clever) Radio Chick branded line of thong underwear for women with a small pocket to hold a condom is in development; she hosts Radio Chick parties at which her male and female listeners have been known to get naked; she has her own "dancing boobs" Radio Chick logo featured on her personal website at [www.theradiochick.com](http://www.theradiochick.com); she claims 15,000 to 18,000 names in her database; and she has trademarked the Radio Chick name. Plus, the third episode of her new television program will air this weekend on Cablevision's Metro Channel, available on most cable systems in the New York area. To me, that sounds like a brand. It should be only a matter of time before she successfully transfers her popularity in New York into a nationally syndicated daily radio program. While she admits her current program is "not yet syndicated material," Q104.3's parent, Clear Channel, has an appetite for developing personalities. Gold's uniquely differentiated program and her personality, married with her Harvard MBA savvy and business experience, make her a sure fire bet for national radio expansion.

### ***Humble Beginnings With Trailer Trash***

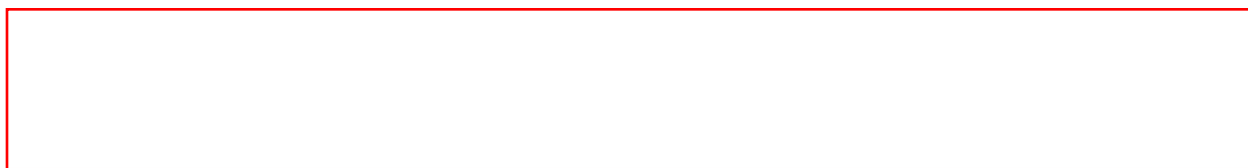
In the mid-1990s, Gold put a tape together and talked her way onto a weekend two-hour call-in program on a now defunct 1,000 watt daytime station, WMMM in Westport, Connecticut. The only problem was that her program was on at night, when the station's power was virtually shut off. Fortunately, a trailer park across the street from the station could still receive the signal, and a few neighborly listeners called in to chat with the crazy chick on the radio. That could have been the end of the line for Gold, except for her persistence and the fortuitous good will

of Tim Sabien, the station manager at the time for Howard Stern's home 92.3 K-ROCK in New York. For reasons Gold still can't explain, Sabien listened to her unsolicited tape and took her phone calls for six months, giving her advice and listening to new tapes.

Sabien was instrumental in connecting Gold to her first legitimate radio job on WRKO in Boston although he still had never met her face-to-face. Her risqué on-air humor was not fully developed until she joined WNEW-FM in New York, which was converting to an "irreverent and unedited" all-talk format. "It was impossible to offend the audience," she says. "We were there to court men and I would use any tool at my disposal." At WNEW-FM, the "Radio Chick" personality blossomed, and Gold's ample breasts became subject matter for regular on-air routines such as Boobie basketball (with guests competing by tossing Skittles into her cleavage). She fired her co-host live on-the-air for being persistently late, and conducted on-air auditions for a replacement, discovering co-host Chuck Nice who has joined her at Q104.3 along with producer Paul Brenner, better known to Q104.3 listeners as "Butchy."

### ***Good Radio Gone Bad***

On June 30, Gold will host the latest in her series of parties; this one is at B.B. King's and is being billed as the "Good Radio Gone Bad" party, featuring music by Paul Rogers of Bad Company. In the past, Gold admits, "Radio Chick parties have been ragged events in dump bars and people always just seemed to get naked. It's a perplexing dilemma to have a party in a nicer venue with better entertainment." If past events are any indication and if the Radio Chick has her way, B.B. King's should be prepared for a wild night.





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