



Programming: Top 40 for Adults – Hot Adult Contemporary

WXMA 102.3 The MAX features the “Maximum Music Mix from the 90’s and Today”. Programmed to reach Women 25-49, 102.3 The MAX gives listeners an upbeat ‘live’ morning show with Lambert & Lindsey in the Morning and local personalities the rest of the day. 102.3 is Kentuckiana’s exclusive HOT AC station.

Artist Profile:

WXMA 102.3 The MAX features new music and old favorites from artists like Matchbox Twenty, Sheryl Crow, Maroon 5, Goo Goo Dolls, Kelly Clarkson, Nickelback, Train and Daughtry.

Station Philosophy:

WXMA 102.3 The Max was researched and developed to satisfy a specific target in the Louisville market. Designed to super serve a target listener of Women 25-49. 102.3 The MAX is the only station that is musically focused on hit music from the 90’s and today. The station is also very involved in the community and focuses on listener interaction.

Lambert & Lindsey Morning Show:

Who knew you could have this much fun in the morning? It's the LAMBERT AND LINDSEY MORNING SHOW! Join Lynda Lambert, George Lindsey, and Aaron Miller for a great time starting at 5:30 AM. You'll cruise through the morning with big laughs, great music, and all the news, weather, and traffic you need. If you want to have fun in the mornings with a live local morning show, there's really nowhere else to go but the LAMBERT & LINDSEY morning show on 102.3 The Max!! Let them put their popularity to work for YOU!



George Lindsey started his career in radio at age 14 in Grayson County, Kentucky. A Western Kentucky University graduate, George has been a fixture of Louisville morning radio for 20 years. Lambert and Lindsey is his most successful morning show, and they have been together as a team since 1999, longer than any other team in this market.



Lynda Lambert returned to Louisville in 1997 after 10 years in Los Angeles as morning co-host on KCBS-FM and national entertainment reporter for CBS. She began working with Aaron Miller in 1997 and merged morning shows with George Lindsey in 1999. Lynda was raised in Oldham County and is a UK graduate.



Aaron Miller began his radio career in 1994 just out of college. A hometown boy, Aaron worked as a traffic reporter for several years before joining forces with Lynda Lambert and George Lindsey on 102.3 in 1999.

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