






Main Line Broadcasting

Louisville

STATION	DIAL	SLOGAN	DEMO	FORMAT	COMMENTS	STATION LINE UP	CORE ARTISTS
 WDJX	99.7 mhz	Today's Hit Music	Adults 18-44	CHR	<ul style="list-style-type: none"> ◆ Heritage CHR in Louisville ◆ Leader with key female adult demo ◆ In format 22 years ◆ Outstanding Promotions and <u>local</u> Air Talent 	5:30A-10A Ben Davis & Kelly K 10A-2P Today's Hit Music 2P-7P Jackson Blue 7P-12M Sarah Jordan Website: www.wdjx.com	Taylor Swift Pink Britney Spears Rihanna Jessie McCartney Daughtry
 WXMA	102.3 mhz	The MAX	Women 25-54	Hot AC	<ul style="list-style-type: none"> ◆ Music mix from the 90's & today ◆ Award winning fun local AM show ◆ Only Hot AC in the Louisville market ◆ Upscale educated listeners with high disposable income 	5:30A-9A Lambert & Lindsey 9A-12N George Lindsey 12N-6P Tommy Lee 6P-12M More Music Nights Website: www.themaxfm.com	Sheryl Crow Goo Goo Dolls John Mayer Colbie Callait Matchbox 20 Five for Fighting Alanis Morissette
 WGZB	96.5 mhz	Blazin' Hip-Hop & R&B	Adults 18-34	Urban Contemporary	<ul style="list-style-type: none"> ◆ Louisville's only Hip-Hop and R&B station ◆ Louisville's Heritage Urban ◆ <i>Extremely Loyal</i> and Responsive Audience ◆ Grassroots Community station 	6A-10A Russ Parr 10A-4P Mark Gunn 4P-10P E-Feezy 10P-6A Hip-Hop & R&B Website: www.b96jams.com	Chris Brown Kanye West T. Pain Keyshia Cole Lil Wayne Usher Mariah Carey
 WLRS	105.1 mhz	Younger. Smarter. No Static	Adults 25-54	FM TALK	<ul style="list-style-type: none"> ◆ Louisville's Only FM TALK Station ◆ Passionate Listener Base ◆ Educated, Affluent Listeners ◆ All Star Line-up ◆ Younger target than 35+ AM Talk Stations 	5A-9A Mancow 9A-12N Laura Ingraham 12 N-3P Michael Savage 3P-6P Glenn Beck 6p-9P Jerry Doyle 9P-10P Monica Crowley 10P-1A Jim Bohannon 1A-5A Phil Hendrie	105.1 FM TALK News Weather Traffic Information Talk Around the clock!
 WMJM	101.3 mhz	R&B & Classic Soul	Adults 35-64	Urban AC	<ul style="list-style-type: none"> ◆ Louisville's only Urban AC station ◆ Upscale and Active Adults ◆ Active and Loyal Consumers ◆ Community/Family Oriented 	6A-10A Tom Joyner 10A-2P Valerie Sickles 2P-7P Tim Gerard 7P-12M Herlon Robinson 12M-6A R & B and Classic Soul Website: www.1013online.com	Anita Baker Alicia Keys Brian McKnight The Isley Brothers Mary J. Blige Kirk Franklin Luther Vandross Beyonce