

Max Coughlan has been called a Hip-Hop historian. His ability to develop an instant rapport with his celebrity guests, and conversational style, creates a unique interview experience for guests as well as viewers. Max created and began producing and hosting Sports and Hip-Hop with DJ Mad Max in 2018. Over three hundred interviews later, the show continues to stream live on a variety of platforms, is available for download on all major podcast apps and has a worldwide fanbase.

Raised in Norwalk, Connecticut, Max spent his youth studying all kinds of Hip-Hop. He began deejaying and promoting independent artists on social media when he was in middle school. His massive playlist included Nas, Wu-Tang Clan, Big L, DMX, Rakim, Big Pun, and Kool G Rap as well as rappers of the 2000's like Drake, Lil Wayne, and A\$AP Rocky. He found a love of lyrics over beats that came together and told a story.

His love of Hip-Hop eventually led him to St. John's University in Queens, New York, an area steeped in Hip-Hop history. He quickly became Executive Head DJ, then VP/Programming Director, and eventually President of St. John's University's WSJU Radio. He began Sports and Hip-Hop with DJ Mad Max during his freshman year. Through his show he began working to bridge the gap between old and new school Hip-Hop. With his vast Hip-Hop knowledge and unique interview style, he is introducing his generation to the legends that started it all. The show features a wide variety of guest stars, including Hip-Hop artists of the past & present, R&B artists, producers/DJs, industry managers, pro athletes and even actors. It informs listeners about up-and-coming artists, as well as artists who played important roles in the history of Hip-Hop.

In March of 2020 Covid-19 hit NYC and St. John's University closed their Queens campus. Max knew if his show was to continue, he would have to adapt to the world's new reality. Within the first week of quarantine, Sports and Hip-Hop with DJ Mad Max went live from his home studio. During this time, his guest list grew to include some of the biggest names in the entertainment industry. He interviewed Bob Costas, Fat Joe, Kenny "The Jet" Smith and Michael Rapaport, actors Lin Shaye and Kane Hodder, Producer/DJ Statik Selektah, DJ Kay Say, and DJ Drewski, R&B Legend Brian McKnight, Hip-Hop legends MC Eiht, Father MC, Craig G, and DJ Kaygee, as well as the hottest artists in the game Fivio Foreign, DaniLeigh, Ayo & Teo, and 24kGoldn to name just a few. Sports and Hip-Hop with DJ Mad Max quickly became the hottest show in college radio.