

Awesome! Totally! Cool! So Rad! Big Hits from music's Big Stars! MAX 98.3

The Big Max Morning Show

The longest running, local morning show in Polk Co.



Eric Michaels

If a stuffed teddy bear decided to vacation at a nuclear plant, you'd get Eric, ruler of MAX in the mornings. Eric felt why not put his vast array of vocal abilities to good use and become a DJ. Some of his early radio jobs included; supplying "closed captioning" and speaker line cleaning. Eric, a product of Midwestern charm and Illinois splendor, lives most of his life in seclusion as a retired boy-wonder.



Mike Lee

Mike was born in the hustle and bustle of "The City" in Oklahoma. He studied comedic acting, as he traveled around the country entertaining audiences of all ages. In '04, Mike made the move to the Sunshine State and, after becoming a successful bartender, tried his hand in radio. Mike's soon-to-be mentor, Eric Michaels, begged Mike to join the morning team at Max 98.3. Now Mike spends his mornings making Eric's hair turn grey one strand at a time

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MAX 98.3 has the
BIG HITS from
music's BIG STARS.
From the 80's to
today, pop to rock, and
everything in between.



The Big Max Morning Show starts the day with an "up to the line" yet family-friendly laugh! From taking the kids to school, all day at work, and all weekend long, the good times never end with MAX98.3!

WWRZ's primary signal effectively reaches 10 counties in the state. Two major cities are also located within our total coverage areas- **Lakeland - Winter Haven** and Tampa.



Core Artists

MADONNA, PRINCE, BON JOVI, HUEY
LEWIS AND THE NEWS, MAROON 5,
PHIL COLLINS, PAT BENATAR, VAN
HALEN, BRUNO MARS, JOURNEY,
HALL AND OATES