

# TUNED IN 87 AM 53 With ILLINATIONAL RADIO

ILLINATIONAL RADIO PRESIDENT TIMOTHY "SHAW SLIM" HOOPER JR.

@HOJOFAP

## WHERE DID YOUR RADIO STATION NAME ORIGINATE FROM?

Illinational is a stance to represent the state of Illinois, when you're out of town and you say Chicago people know Chicago but if you say Illinois people can get confused so we created a platform that appeals to all of Illinois under one roof and take it national.

## WHY DID YOU CHOOSE TO GET INTO RADIO?

It was Nino's bright idea but with me being heavily involved in the community and me being on the front line i seen what radio does to kids, so we wanted to create a lane that didn't cater to the vulgar nature of regular radio, we want to represent a change in radio.

## WHAT IS THE BEST PART OF RADIO?

Being able to speak to the masses, being able to get a message out that's powerful especially today, there's a lot of people that are lost.

## WHAT IS YOUR FAVORITE GENRE OF MUSIC?

R&B, SOUL R&B, I love to ride and listen to soulful R&B.



## WHAT DO YOU THINK HAS CHANGED ABOUT RADIO OVER THE YEARS?

The biggest change is direct consumer, being able to get right in touch with your listeners and tap in with your audience, it's a whole lot quicker.

## HOW IMPORTANT IS RADIO TO MUSIC?

They go hand in hand, radio wouldn't exist without music.

## WHAT'S NEXT FOR YOUR RADIO SHOW AND WHERE CAN WE HEAR YOU?

We'll be venturing off into media, TV, Streamlining, Movies, there's a lot of writers looking for a platform so we'll be transitioning to a full Media Company, Illinational Media Network. We are also working on the 3rd Annual Illy Awards which will take place on February 22nd, 2023.

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