



Important Announcement For FlashNews Clients

SAN DIEGO (Wireless Flash) — After 30 years of providing daily show prep service to radio and TV stations and print media around the globe, Wireless Flash News Inc. is discontinuing its daily prep feeds at the end of July.

This Friday, July 30, will be the final FlashNews dispatch.

The combination of a depressed economy, a decrease in radio barter availabilities, slashed advertising budgets, a decline in terrestrial radio listening and dwindling newspaper subscribers has forced a shutdown of the daily feeds.

On top of all that, the Internet now provides instantaneous and free show prep, thereby making radio show prep services superfluous in the Digital Age — or at least not as critical to programming as they once were.

The FlashNews staff thanks you for your support over the past 30 years and wishes all of you continued success in the future.

CONTACT: Monica Garske, Alex Davies, Dave Louie, Patrick Glynn; (619) 220-7191

Toilet Paper Guru Cleans Up Crappy Mess In New Jersey

MARGATE, N.J. (Wireless Flash) — There's a crappy mess brewing in New Jersey, but one businessman is rolling with the punches.

In an effort to close a \$70 million deficit, **Mayor Cory Booker** of Newark, New Jersey, has announced plans to cut toilet paper from the city budget.

That means city employees may have to bring their own TP to work from now on, a idea Marc Polish of justtoiletpaper.com finds downright insulting.

Polish, who sells designer imprinted toilet tissue, feels that toilet paper is a right, not a privilege.

Thus, his small New Jersey-based company is getting behind local workers on this matter and supplying them with TP through giveaway contests and special promotions.

Polish says that whoever buys his four-pack of festive holiday toilet paper featuring **Santa Claus** will be given an extra roll for free.

This serves two purposes, since Mayor Booker also plans to cut down on Christmas decorations around the city this year too.

CONTACT: Marc Polish; ****; (609) 823-7661; marc@justtoiletpaper.com; www.justtoiletpaper.com

'Community' Star Plays Indian Dad Prank

SAN DIEGO (Wireless Flash) — If *Community* star **Danny Pudi** points out his dad to you, always think twice before going over to say hello.

That's the lesson co-star **Yvette Nicole Brown** learned one day on the set of the NBC comedy.

Pudi spotted a "tall, handsome Indian man with a thick moustache" amongst the extras and gave him the requisite nod, since, in his words, "Anytime there's another Indian in the room you have to give each other the nod."

When Brown saw the exchange, Pudi decided to play a little practical joke on his admittedly "gullible" co-star.

Says Brown: "He was like, 'Yvette, that's my dad.' And of course because I'm a big fan of Danny and anyone who made him, I got excited and walked over to say hi."

Pudi attempted to stop her, but what ensued was a "weird, awkward conversation" between Brown and the extra.

More funny backstage tales can be heard on the season one DVD of *Community*, out September 21.

CONTACT: Danny Pudi; ****; Yvette Nicole Brown; ****; Arrange through Lesley Cerwin; (818) 777-2888; lesley.cerwin@nbcuni.com (more interviews available once fall production of *Community* begins)



'Scott Pilgrim Vs. The World' Star Gets Hooked On Comics

SAN DIEGO (Wireless Flash) — Starring in a comic book movie sure has a way of making someone appreciate the geeky genre.

Just ask **Johnny Simmons**, known for his role opposite **Megan Fox** in *Jennifer's Body*, who plays dope comic book character **Young Neil** in *Scott Pilgrim Vs. The World*, in theaters August 13.

Simmons admits he "really didn't appreciate comic books" before starting work on the film, but he's since seen the light.

He says *Scott Pilgrim* introduced him to the wonders of comics, and influenced him to start his own collection.

Thanks to on-set connections, he was able to get in good with the powers over at Dark Horse comics who hooked him up with "nearly their entire catalog."

While he's starting to appreciate the artwork in all comics, Simmons says that, naturally, the *Scott Pilgrim* series is still his favorite.

He can relate to the "seven crazy exes" in the plotline, too, given that he's dated a few crazies of his own.

CONTACT: Johnny Simmons; ***; Arrange through Ruth Bernstein; (310) 388-3333

President Obama, Lady Gaga Faking Fanbase On Twitter?

BRISBANE, Australia (Wireless Flash) — **President Obama**, **Lady Gaga**, and **Justin Bieber** may seem popular on Twitter, but they're faking it.

That's the scoop from social media expert Leon Hill, founder of uSocial.net, a company that sells Twitter followers and Facebook friends to businesses so they can increase their marketing and popularity online.

Hill believes that companies aren't the only ones buying online friends — big name celebrities are likely faking their following too.

He says there's plenty of evidence to suggest that celebs and world leaders are increasing their online fanbase by "artificial means" just so they can look more influential than they actually are.

He figures that out of the top 100 users on Twitter with the most followers, at least 15 have increased their numbers artificially.

This is highly possible given that his own company sells "packages" of online friends, ranging from 1,000 cyber buddies to 100,000.

CONTACT: Leon Hill; ***; 01161-424-401-553; leon@usocial.net; www.usocial.net

Job Seekers Being Judged On Body Language

CHICAGO (Wireless Flash) — Shifty eyes, reluctant smiles, and fidgety limbs could hurt your chances of landing a job.

According to a survey by CareerBuilder, 67 percent of hiring managers say that failure to make eye contact is a total dealbreaker during interviews with a potential employee.

In fact, that body language error alone would make managers less likely to hire someone.

Another 38 percent say a lack of smile would make them pass up a possible new hire, while 33 percent wouldn't be interested in an interviewee who fidgets too much.

Other common body language mistakes made by job candidates that put hiring managers off during interviews include...

- Bad posture.
- A weak handshake.
- Crossing their arms over their chest.
- Playing with their hair or touching their face.
- Using too many hand gestures.

To avoid these mistakes, career experts suggest people practice their interviews ahead of time in front of a mirror or videotape themselves.

CONTACT: Allison Nawoj (press contact; career experts available for interviews); (773) 527-2437; allison.nawoj@careerbuilder.com



Rollerskating Keeps On Trucking

SAN FRANCISCO (Wireless Flash) — Ain't no party like a rollerskating party, because a rollerskating party keeps rollin'.

Roller discos may not be as big as they were in the 1970s, but David Miles — aka “The Godfather of Skating” — is determined to keep the sport alive.

He holds weekly skate sessions at San Francisco's Golden Gate Park and an accompanying “Roller Disco Party” around town at least once a month, with the next boogie on wheels happening August 12 at The Mighty.

Miles brings his own lights, speakers, disco tunes by **Donna Summer** and **The Bee Gees**, and even rollerskates to various spaces and makes sure every single person in the room gets down on his makeshift roller rink.

With his parties, he's hoping to keep the disco inferno burning.

He says, “Rollerskating isn't dead at all. People still dress up in sequins and big afros and the whole skate scene is strong. Skating is an escape from the crap of life.”

CONTACT: David Miles; ****; (415) 752-1967; Sk8GodFather@earthlink.net; www.cora.org/dmiles.html

Scavengers Get Accidental Education

NEW YORK (Wireless Flash) — People are getting an accidental education in the funnest way possible through crazy scavenger hunts.

Watson Adventures is a New York-based company that sets up scavenger hunts in seven cities across America including the Big Apple, Los Angeles, Boston, and Chicago.

Participants aren't hunting for hidden objects, though.

Actually, they're on the lookout for bits of historical knowledge, as they're asked trivia questions about specific art pieces, neighborhoods, buildings, and other places and things they come across while touring various locations like museums.

And in the middle of running around town collecting this info, they're being tricked into learning a thing or two.

As spokesperson Carly Blatt explains, “It's almost like getting an accidental education. They're learning history about different areas while having fun and it whets their appetite to learn more.”

The company believes locals get to know their neighborhoods better thanks to the scavenger hunts, while tourists get the secret scoop.

CONTACT: Carly Blatt; ****; (646) 414-2355; carly@watsonadventures.com; www.watsonadventures.com

Mobile San Diego Eatery Is No ‘Roach Coach’

SAN DIEGO (Wireless Flash) — The term “roach coach” doesn't apply to one San Diego eatery on wheels.

The MIHO Gastrotruck is a mobile restaurant that brings healthy, environmentally conscious, and downright delicious meals to the San Diego area at affordable prices.

Founders Juan Miron and Kevin Ho made it their goal to bring fresh, handmade food to their city that would inspire a sense of community with all those who dine where they park.

And they've seen that already with diners sharing patches of grass and street curbs while sampling from the rotating menu that includes decidedly high-quality dishes like pulled pork sandwiches, stone fruit salads, and fish ceviche.

Miron says, “We want to change people's perception of what eating food from a truck can be like. Eating from our truck is a great way to connect with the community and with the people making your food.”

Fans, known as “HOMIs,” are alerted of the trucks location via Twitter and Facebook.

CONTACT: Juan Miron; ****; Arrange through email; info@mihogastrotruck.com; www.mihogastrotruck.com



Flash Lites: Rip 'N' Read Pop Culture Recap

HOLLYWOOD (Wireless Flash) — This is no joke: The **Joker** outfit **Jack Nicholson** wore in the 1989 *Batman* movie is going up for sale. The iconic multi-colored suit created by famed tailor **Tommy Nutter** is expected to fetch at least \$15,000 at a Bonhams memorabilia auction next month. Experts believe the highest bidder will be either a diehard *Batman* fan or a fashion-savvy Tommy Nutter collector.

SAN DIEGO — Filmmaker **Eli Roth** has a new project up his sleeve, but it isn't a creepy horror flick this time. This past weekend at the *Tron: Legacy* party held near the San Diego Comic-Con, Roth told *FlashNews* that he's helping **Wu-Tang Clan** frontman **Rza** "get a film off the ground." He explains, "It's gonna be a kung fu Spaghetti Western action film, and Rza is probably doing the soundtrack for it too."

HOLLYWOOD — In the ultimate surprise twist, the unexpected ending of *The Sixth Sense* has been voted the most shocking movie moment of all time in a poll by E1 Entertainment. Other movie twists that made the cut include the scene in **Alfred Hitchcock's** *Psycho* when **Norman Bates** reveals the real identity of his mother, **Kevin Spacey's** unmasking at the end of *The Usual Suspects*, and the famous revelation about **Luke Skywalker** and **Darth Vader** in *The Empire Strikes Back*.

LONDON — **Anne Hathaway** is a hit over in London. The actress is currently in England filming a new movie and she's been spending a lot of time charming locals at the local Prince Arthur pub in East London. Hathaway recently took the mic and performed an impromptu cabaret number for patrons at her favorite bar, but she hasn't let the hard partying get the best of her. Despite the late nights, insiders say Hathaway still shows up to set in the mornings "fresh as a daisy."

CONTACT: None available.

Around The Weird: Bizarre News Briefs

BASEL, Switzerland (Wireless Flash) — Getting stuck on the highway in Basel, Switzerland, can actually be pretty sweet. After a truck carrying tons of honeydew melons spilled its load, motorists got stuck on the road waiting for emergency services to rescue them. Instead of sitting idle, commuters began eating their way through the melons to get out, which made the waiting time that much sweeter.

PIEBELVICINO, Italy — The vuvuzela has been making a killing since the 2010 World Cup, but it's also making people want to kill. A man in Piebelvicino, Italy, became so annoyed by a local bar blasting the buzzing sounds of the plastic South African horn that he began firing shots from a rifle. When that didn't quiet down the noise, he rammed his car into the side of the building until cops came.

SWISSVALE, Pa. — So much for being inconspicuous while attempting robbery. A man in Swissvale, Pennsylvania, robbed a bank while sporting a ridiculous get-up consisting of a woman's blonde wig, fake breasts under a sweater, and clown pants. The flashy crook performed the stick-up using a toy BB gun and fled, but eventually police found him sitting in a parked car.

TORONTO — Here's a tip for job seekers: Don't steal merchandise from the place you're applying to. A woman was caught shoplifting in a retail store shortly after dropping off her resume to the boss of that very same business. Security footage further revealed that she'd been in there the day before too, stealing the very clothes she wore to her job hunt there the next day.

CONTACT: None available.