

NEWS OF THE WORLD

clocks premium-rate scam on BBC cooking show

WE CALL TIME ON TV CON!

EXCLUSIVE TV chef urges viewers to call in to his 'live' morning show

BY DAN WOOTTON

VIEWERS were conned by a phonenumber scam after being asked to ring in to a "live" BBC cookery show—although it had been recorded the previous week.

We can reveal that fans of the flagship BBC1 programme Saturday Kitchen were cheated when celebrity host chef James Martin told them to call to speak to guests "live" on air.

But they had no chance—the show had been filmed the week before.

And fans were also ripped off the previous week by being asked to ring a premium rate number to take part in "next week's show"—although it was being filmed just minutes later.

Evidence

Shockingly, the company that makes Saturday Kitchen is also responsible for the Richard and Judy show—under investigation over the You Say, We Pay phone quiz scam.

But after the News of the World revealed details of the BBC rip-off last night Sir Alastair Graham, chairman of the premium rate phone-

line regulator Ofcom, pledged to "urgently" look at our evidence. Viewers were misled during last Saturday morning's show that it was in its usual live format.

The electronic clock on the oven was set to a morning time, but the game was accidentally given away by host chef Martin's WATCH. It showed it was after two o'clock—the REAL time the show had been recorded.

During the 90-minute programme, Martin also asked viewers FIVE times to ring in to speak to studio guests—calls costing 10p a minute—who were unaware of the scam. They included fellow chef Paul Merrett. Three callers did feature on



SHAM: Martin, right, with guest Paul Merrett

the show. Martin, 35, even told one of them "You're bright and early this morning", although it was afternoon.

The previous week, on February 10, viewers had also been misled over a competition asking them to ring in to win a place on "next week's show". But in reality recording was starting in a few minutes.

So Martin had twice invited fans to dial a 25p-a-minute premium rate line to enter this competition—which they had no chance of winning.

Saturday Kitchen is made by Cactus TV—run by Richard and Judy producer Amanda Ross, 44, and her husband Simon, 48, the brother of BBC presenter Jonathan Ross, 48.

But his watch reads 2.20pm and proves it was recorded

The only other programme the company makes is Richard and Judy—where viewers also rang in to a contest they had no chance of winning. Phone lines for both shows are run by Eckoh, now also being probed over the Richard and Judy scam.

A BBC spokesman admitted last night that money had been made from phonerings.

He added: "Mistakes were made by James Martin in his presentation. They were simple cock-ups."

But Tory shadow culture secretary Hugo Swire said he would demand an "immediate public investigation into this underhand practice."

ITV has axed controversial premium-rate quiz show The Mint after it was slammed by MPs and regulators.

What do you think? Text 83300 or email 83300@now.co.uk Our View: Page 6

PHONEY 1

Martin appeals to viewers to ring in to speak to guests 'live' on air but the show had been filmed during an afternoon seven days earlier.



PHONEY 2

Martin solicits calls from the audience so that they can join the panel on the next show even though the episode would be filmed just minutes later.



DOPE CHARGE: Ryan Florence

Cam you is busted

THE hoodie who pretends to shoot Tory leader Da Cameron and later brag about guns and drugs is charged with possession of cannabis yesterday.

Ryan Florence, 17, is pictured pulling the "gu stunt behind Mr Cameron to amuse gang mates during the politician's visit to Manchester's town, Wythenshawe estate.

But cops raided Mr Helen Sandford's countertop yesterday morning and arrested Ryan, who was seen in court tomorrow.

After making headlines with the leader of the opposition, Ryan had boasted "I smoke weed every day. All my friends do. I've been on it since I was 10."

SUNDAY

THEFTS from shoppers have slumped in Leicester since cops gave bargain hunters CAT BELLS to attach to purses.

QUICKIE

35 killed by blast

THIRTY-FIVE people were killed yesterday.

The vehicle exploded as worshippers left a Sunni mosque in Habbaniyah, 50 miles west of Baghdad. At least 62 others were hurt.

In Britain thousands of anti-war protesters took to the streets, calling for UK troops to be withdrawn from Iraq.

The protests in London and Glasgow were organised by the Stop the War coalition, CND and the British Muslim Initiative.

Among those taking part in London was Rose Gentle, whose son Gordon, 19, a Royal Highland Fusilier from Glasgow, was killed in Basra in 2004.

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£45,000	£179.32	£140.49	£112.40	£21,525	£28,288	£33,747
£75,000	£298.89	£234.18	£182.40	£36,874	£48,142	£68,247
£90,000	£358.67	£280.96	£222.90	£43,049	£58,672	£87,487
£40,000	£278.32	£374.63	£298.90	£57,399	£87,438	£89,994
£50,000	£347.00	£468.29	£374.90	£71,748	£108,288	£112,484
£60,000	£415.68	£561.95	£448.90	£86,098	£129,138	£134,991
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