

'Najib set to embark on airwave blitz'
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Prime Minister Najib Abdul Razak's appearance on Malay radio station Hot FM tomorrow is expected to be one of several appearances on the airwaves, industry sources say.

Najib's hour-long participation in the Hot FM breakfast show will be followed by similar appearances on English radio station Fly FM in June and Chinese radio station One FM in July.

This will be the first time the country's prime minister appears on commercial radio stations at a time slot that largely attracts young urban audiences commuting to work.

With a snap general election looming, the airwaves blitz is likely to spark speculation that Najib is attempting to appear "hip" and reach out to young urban voters who are generally considered to be inclined towards the opposition.

Najib's press secretary Tengku Sariffudin Ahmad said he was not aware of the Fly FM and One FM appearances, but shed some details on the Hot FM appearance.

"It was a suggestion made by the radio station. The premier thought it was appropriate," Sarifuddin said when asked about the reasons for Najib going on air.

But Najib himself has alluded on Twitter that the Hot FM appearance will be a bit of an experiment.

"Thanks, just trying new exciting ways to communicate with the people," Najib tweeted in reply to a user named EmiSakuragi.

Whose idea was it?

In a bid to hype up the event even more, Najib announced his appearance on the radio station again today.

"I have said before, if you can't come to me, I will try and go to you. Tomorrow, I take engagement to the next level, via Hot FM at 7:30am," he said.

However, industry sources speculate that Najib's scheduled appearances on all three radio stations are part of a elaborate arrangement by its owner Media Prima Bhd.

The radio show appearance comes several months after Media Prima's television division chief, Ahmad Farid Ridzuan, was seconded to the Prime Minister's Department.

Ahmad Farid is reported to be involved in helping the premier's publicity efforts and industry sources say it is likely that he had a hand in Najib going on the air over radio.

Nevertheless, Hot FM's announcer, Fara Fauzana (left), said yesterday the premier's appearance in her studio was the result of her "crazy idea".

"It's good news. My crazy idea to invite the PM to come to Hot FM comes true," the award-winning radio DJ tweeted.