

VOTA
PUBLICATIONS



The
Journey
of a
JOURNALIST

**KRISHNA
KAMBALAPALLY**



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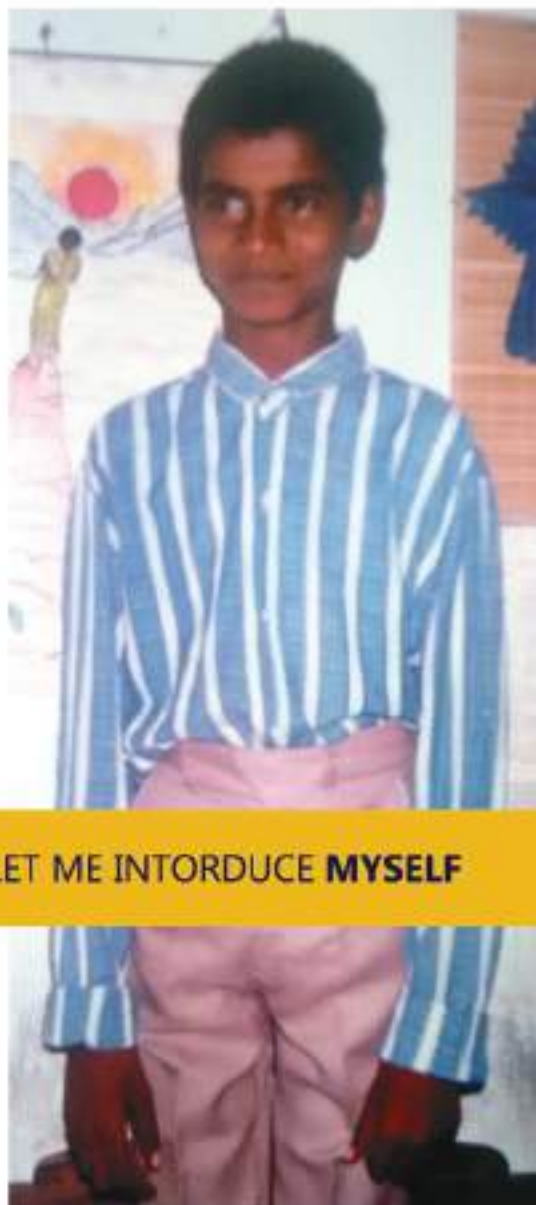
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I was born in Suryapet in the erstwhile state of Andhra Pradesh. As informed by my parents, I was born just three months before the auspicious Diwali festival in the year 1976. As the date has not been precisely noted by my parents, I had decided my date of birth as July 16, 1976. Due to the monetarist destitution that my family was undergoing, my parents have not longed to bear one more child. So, my mother had an obsessive herbal medicine to abort me impulsively. Nonetheless, it didn't work — after all, God had a different plan! I had carried out my schooling at a government school and even took admission in a government Junior College for intermediate education. Even without completing my graduation, I had joined an organization as a juvenile. I had started learning while earning and somehow completed my graduation.

In these twenty-five years of my professional journey, I was associated with print media for 10 years; and in the last 15 years, I have been associated with electronic media. Instead of considering this book as my autobiography, the whole of this book may be looked upon as the contemporary socio-political happenings in the erstwhile Andhra Pradesh state as a whole, and India in general. I have tried to touch upon all major issues that happened during these twenty-five years. Even though I have still been working as a journo, I have taken the reference of only my first twenty-five years of journey as a journalist as the benchmark of reference. To the best of my contemplations, news has to take the side of the oppressed; and for this very reason, I have never compromised even on a single occasion despite heavy pressure from the external agencies.



LET ME INTORDUCE MYSELF

It has always been my endeavour to get deeper and deeper into the matter of news to find out the veracity of facts behind the news story. Let me proudly welcome you to my story — the story of an untired journalist, Kambalapally Krishna!

The start of my journey with **PRAJASHAKTHI**



On November 01, 1994, I had taken up the responsibilities as a proofreader at Vijayawada based Prajashakthi, a Telugu News Daily. Being very quick at assimilating things, I have embraced almost everything concerning the proofreading division of Prajashakthi. I was transferred to Hyderabad within a year of my enrolment with the organization and was promoted to the position of a sub-editor in a short while. I had acquired knowledge of every department of a news organization very quickly, with the only exception of the functioning of the printing section of the newspaper organization.



As a result, I had taken various promotions to work with the Scanning Department, Electronic Data Processing Section, General Desk and Features Department, etc; Gradually, I had even started working on the reporting side, to write cover stories for Sunday special editions of the newspaper. I had worked for some time at Nalgonda Sub Centre on deputation.

After coming back to Hyderabad, I had worked for various special editions for as many as eight years. After working with Prajashakthi for eight years, I had attended the interview of Andhra Jyothi, another news daily that was being relaunched after a long gap. My experience and talent had fetched me a job at Andhra Jyothi without much effort with a salary proposal of 4500/-.

“

Thus, I had entered into the mainstream media - an entry of me into the colourful world as differed from my previous eight years of association with the gloomy and saddened world of waned news stories.

”



WORKING WITH RE-ERECTED ANDHRA JYOTHI

I had commenced my journey with Andhra Jyothi as a sub-editor for its City Life page, on October 16, 2002. Life was moving smoothly as I had previously mastered page makeup and Photoshop software. However, my ambition to become a reporter did not move even an inch ahead. Due to cooperation and support extended by my boss Arun Sagar and K. Srinivas, however, I was promoted as the reporter to work for the same page, City Life.

At the same time, I had even worked for a radio network by the name of JAPA-4 – started entertaining masses under the name Telangana Krishna as a short storyteller. Impressed with my radio stories, Arun Sagar had asked me to write even for Andhra Jyothi. Thus, it was the beginning of my column Lolli in Andhra Jyothi. The column ran for 42 weeks on the City Life Page, successfully – the compilation was later published as a book

under the same name Lolli.

Till the release of the book Lolli, nobody knew either me or my name, Kambhalapalli Krishna. Andhra Jyothi has a special place in my life. It had given me many things including my first mobile and first bike. Both the beginning of reporting for a newspaper and the end of my journey as a print media reporter had happened at the same organization – Andhra Jyothi. The vital change for my professional life had taken its roots while I was working with Andhra Jyothi.

Even while I was working with Andhra Jyothi, the idea of getting shifted to electronic media, more precisely to TV-9 was sowed in my mind. Arun Sagar, my guru at Andhra Jyothi had, by then, joined as an output editor for TV-9 Telugu news channel. When I had expressed my interest to join the electronic media, he had happily assumed me into their team on TV-9. Paralleling my well-groomed area of entertainment reporting at the City Life page of Andhra Jyothi, I had started my career at TV-9 as an entertainment reporter in the year 2003. However, I could not enjoy the role of being an entertainment news reporter. So, I had put forward my interest in working as a political reporter before the competent authority of TV-9.

As a member of founding team of TV9



In the same year, after the festivities of Vinayaka Chavithi were over, I was deputed as a full-time political reporter to cover the news about TRS, BJP and Left Parties i.e. CPI and CPI (M). During that period, there was an ongoing cold war between TRS Party and TV-9. The channel was considered an anti -Telangana channel. For this reason, it was very difficult to get news coverage from the TRS party for the TV-9 Telugu news channel.

However, I had overcome the situation in a short while. I could able to grab the attention of the party's supreme leaders of that time by the names of KCR and Ale Narendra. I had grown up to the level of being invited by those supreme leaders of the TRS party. When I had an interview with Santhosh Reddy, the rebel leader who had unfurled his flag against TRS, I had grabbed the attention of the top brass of the TRS Party. While safeguarding the interest of the channel I was working for, I could able to maintain a status in the good books of the TRS party. This tactfulness had fetched me a good name among both the staffers of TV-9 as well as TRS party leaders.



In the year 2005, I was deputed on the job to cover the Mumbai floods. In actuality, another reporter was supposed to be assigned that job but he had denied undertaking that task. To the best of my abilities, I had justified the task given to me – presented the Mumbai flood stories in the best possible way. The news story of the drainage water being utilized as the drinking water had shaken the CEO of the TV-9 channel, Ravi Prakash. I had an interview with the then Chief Minister of Maharashtra, Vilas Rao Deshmukh. All these factors have become the crucial factors for my absorption to Delhi Bureau. No sooner I had reported at Delhi than I had successfully covered various significant stories such as Kashmir's earthquake, the Prime Minister's Andaman tour, Elections in North India, Parliament coverages, and most importantly the crucial moves being made in the national capital Delhi about the Telangana agitation.



Hyderabad to Delhi
Via **MUMBAI**

I used to cover everything from pillar to post. Such coverages as Delhi Bomb Blasts, heated up deliberations in the official residences of the Telugu parliamentarians during the peak time of Telangana agitation had fetched me a grand name and fame among the media people. Even the supreme court cases of Andhra Pradesh were exclusively covered by me.

My name had become so popular that when people from Andhra Pradesh had thought of an exclusive story from Delhi, they would have mentally become conscious of it as a story of Krishna. There was a longtime silence before I had entered into Delhi news coverage, insofar as reporting from Delhi by Telugu media people was concerned. However, my entry into Delhi reporting had triggered attention among the other contemporary media houses of the Telugu language.



I was shaken the most by the news of the earthquake that I had covered in the Kashmir Valley while I was working in Delhi. All of a sudden, I had received a call from Hyderabad to move immediately to Kashmir valley, when I was engaged deeply in covering the news of the congregation of Chief Ministers from the Congress Party ruling states at Chandigarh. I had returned immediately to Delhi to reach Srinagar by air. I could able to secure a ticket in the Indian Airlines flight for my first-ever flight journey on October 9, 2005. Though it was my flight journey ever, I could not enjoy it for the reason that I was travelling to an unknown place in the peak winter that too on a purpose to cover a great disaster caused by an earthquake.

After occupying a hotel room, I had left for the coverage to the Baramullah sector. I had covered the entire story for a whole week; with the help of a courier at the Airport, I used to send the video files of the after-effects of the earthquake. I was the first person to visit some of the earthquake-affected areas, even before the

Coverage of an **EARTHQUAKE**

visits by the officials. I had exclusive interviews with the Telugu speaking Army officials and sent them to the channel headquarters in Hyderabad. Besides, I had also covered stories about the Kashmiris standing in the long queues, hours together, to just have the morsel of food. Such incidents as children running from corner to corner to get the food packets have deeply touched the human in me. During this phase of time only, such television channels as NTV and TV-5 had hit the skies for their entry in the Telugu news world. Even though both the television channels had approached me with their lucrative job offers, based on my internal calculations I had accepted the offer of NTV.



Even while I was in the national capital, Delhi, I had shifted to NTV. There was hardly any pressure on me as far as the coverage of news was concerned. The chairman of the channel, Narendra Chowdhary, was more concerned about the information to him about Delhi politics rather than the news itself. Beginning from the approval of a licence for operating the channel to the procurement of OB Vans, in every activity I was the only key player.

India's nuclear treaty with the US had taken place when I was with NTV. Even the first-ever parliament session coverage on television had happened when I was working with the NTV channel. The no-confidence motion against the then ruling Congress government had taken my twists before it reached the climax. Many unexpected TDP MPs had extended their support for the Congress government while leaving Telugu Desam Party's stand aside.



**NTV
Stints**

Chandrababu Naidu, who used to visit Delhi now and then had not turned towards me after that unexpected incident of a bolt from the blue. However, with the help of Nandamuri Hari Krishna, a close relative of Chandrababu Naidu, I had an interview with the former. The Chief Minister of Andhra Pradesh of that time YS Rajasekhara Reddy used to give interviews at the very early hours of dawn i.e. at 0500hrs.

Even before the other media channels would have got ready, my exclusive stories used to be telecasted. Both the news stories about the clashes between Lagadapati Rajagopal and Hanumantha Rao, as well as the remorseful episode between them were my exclusive stories of that time. Devender Goud, who had floated a new party under the name Nava Telangana had visited Delhi along with Gaddar. I had exclusively covered the controversial meeting of the duo with the BJP top brass LK Advani at that time. ■



DELHI Recollections

I have so many recollections concerning my four years stay in Delhi. Right from the Andhra Pradesh Bhavan Canteen to such shopping areas as Karolbagh and Palika Bazar; tourist spots and various news reporting spots beginning with the Parliament, Rashtrapati Bhavan, India Gate, Press Club, etc. In Delhi, every place has historical importance.

Even though I did not like Delhi at first instance, I started liking the city over a period. Delhi had much of winter and summer. Hardly it rained in the city, unlike other places. The total time was spent with either ACs or Room Heaters. I recollect such experiences as the first-time metro journey and purchasing of apparel at the cheapest rates when I harsh back to my Delhi times.

My duty in Delhi had paved a way for me to interact with most of the eminent leaders of the time. Delhi is a peculiar city. According to me, a person having 10 in hand, as well as a crorepati, can live up to their standards in the city. It was not only the heartbeats of VIPs and VVIPs but also of the poorest of the poor I had access to.

The unfurling of the Indian Flag on Republic Day and the spectacular parade on that occasion have appealed me the most. I had many memories associated with the clamour at India gate, flag hoisting at Red Fort on the independence day, Akshardham temple visit, etc. Besides, I have very strong recollections of 10 Janpath, which was Sonia Gandhi's official residence and 11 Janpath, which was of V Hanumangha Rao, who is aptly known as VH among Telugu speaking people.



It was time for yet again another change of media channel. While I was there in Delhi only, I had attended the interview for an opening in the Zee Group, in the year 2008. After getting selected for the post of Political Bureau Chief for the Zee 24 Ghantalu channel, I had given so much input to various sensational news of that time.

Beyond a doubt, the channel alone had safeguarded the interest of second phase Telangana agitation. The TRPs of the channel had immensely gone up with Anitha's songs and interviews with Jogini Syamala. The strategies incorporated by me in covering the news of the accidental death of Chief Minister YS Rajasekhara Reddy, which followed the tragic missing of the aircraft he was travelling by had fetched fame to me among the masses.

Back to the pavillion in HYDERABAD



My interview with KCR, just a day before he went on hunger strike during the second phase of Telangana agitation, had ensured the whole Andhra Pradesh (erstwhile) take the weight off everyone's feet before the television sets to watch the interview. The dramatic episode of Telangana agitation had taken many turns viz KCR's hunger strike, the statement given by the Union Home Minister for the formation of Telangana state, revoking of the statement within no time, and appointment of Sri Krishna Committee, etc have taken place one after another. I was one among the many to take part in the million march at Tank Bund. Along with the morning news analysis, I had also hosted a special live interview every day. My tenacity to present the actualities had made Chandrababu Naidu furious – forcing him to complain about the channel to the management heads.

It has come about through eavesdropping that Vivek, youngest son of famous congress leader Venkata Swamy, was about to launch a Telugu News Channel under the name V6. I happened to attend the interview, resulting in which I was appointed as the input editor by the CEO of the channel, Ankam Ravi. After joining the channel, initially, we had given training to as many as 50 personnel. Within no time after the launch of the channel, the channel had established its hoof marks among the Telangana people. Katti Kartika and Teenmar news were famed for the same period. As usual, I had covered the morning news analysis as well as special interviews with eminent personalities during the live debates. It was decided by the political JAC headed by Prof Kodandaram that they should go for Sagara Haram.



As the Input Editor of **V6 NEWS**

To know the pulse of the Telangana people, the channel had envisioned a programme with the name of Public Forum. As part of this programme, we had planned live programmes at various district headquarters to bring out the versions of the local leaders and the general public. The programme was most successful.

While working with this channel only, I had given the live coverage of YS Jagan Mohan Reddy's arrest followed by his presentation before the metropolitan magistrate. The live programme had lasted for almost three hours. This is one of the rarest experiences that I would never forget. If any development takes place in the political arena, it was me who was leading the role with an exception of news coverage of routine nature. V6 had become very popular among the masses within no time, for the channel had experimented with various new trends – the channel had indubitably set the novel trend.



It has ever remained a dream for me to conceptualise and work on a project that has its social relevance, the seed for which was sowed in my mind while I was working with the V6 channel. I was tremendously inspired by Amir Khan's famous television show *Satyamev Jayate*. I had conceived a similar project with the name *Tamasoma Jyothirgamaya* and wanted to host it on an entertainment channel under my direction. However, I had to agree with the TV5 Telugu news channel to produce



13 episodes of the programme with Sri Hari, a popular Telugu Character artist as the host of the programme.

In this milieu, we had started researching various subjects of social significance. After thorough research for as many as six months, we had started shooting the programme as conceptualized before. The people of the entire state had boiled their blood when we had telecasted the first episode of the programme that covered the story of an adolescent who was repeatedly raped by her father.

Just after shooting the fourth episode with Sri Hari as the host of the programme, TV5 management had insisted on the change of the anchor, resulting which me having to shoot the remaining episodes of the programme with Sai Kumar, another popular Tollywood actor cum dubbing artist. When we were about to telecast the first

TAMASOMA JYOTHIRGAMAYA IN TV5



curtain-raiser episode of the programme, the sad news of the untimely death of Sri Hari had reached us. As a tribute to the departed soul, the first episode was planned to be telecasted. The remaining 13 episodes had an equal impact among the masses of Andhra Pradesh (erstwhile). Amidst so many ups and downs, even my journey with TV5 was concluded.

When the dreams of **TELANGANA** people came true

The long-awaited dream of the myriad Telanganites had come true when the union government had passed the concerned bills in either house of the Indian Parliament in February 2014, which sought its formal approval by the honourable president of India on March 01, 2014. The entire Telangana agitation came in front of my eyes at that moment. I had covered almost every news that concerns the second phase of Telangana agitation – beginning with the first announcement in 2009 about the initiation of the processes for the formation of the Telangana state to the approval of the bill by the President of India on the formation of Telangana State. During these five years of total agitation period, I had covered many inspiring news stories. I remained the witness for the sacrifices of many Telangana youth as well as the journalists for the very cause of the formation of the Telangana state. Suicidal deaths for the cause of Telangana were numerous – many students and employees have sacrificed everything for the formation of Telangana state.



However, the happiness of getting statehood to Telangana did not remain long with me. The first and foremost reason for the same was me being a journalist, while the second reason was the sad demise of my elder brother Shekhar who lost his life on May 19, 2014, battling cancer. By the time of his death, elections for the newly formed state Telangana were concluded and KCR was all set to be sworn in as the first Chief Minister of the state on June 02, 2014. Including KCR, many other significant politicians of the state paid their homage to my brother Shekhar.



Working with SNEHA & HMTV

Kareem, an old pal at TV9 channel had assumed the position of the newly launched Telugu channel, Sneha TV. With his support, I had joined Sneha TV in the year 2016. With a meagre capital amount, the channel was launched with the general public as its stakeholders. Despite the fact the employees of the channel were giving their best, the network coverage of the channel had not equalled the speed with which the employees were delivering.

At times, the channel had populated the most important and breaking news even before the major channels had done. However, the channel could not establish its stake among the competitors due to poor connectivity. I had struggled to my best but to no avail.

In the year 2018, I had attended the HMTV interview and joined Hyderabad Media House Ltd in the following 10 days. Before joining HMTV, I had worked with all other television channels since their inception period. However, HMTV was already an established entity. My observation had it that the employees of HMTV were not working on a single command – everybody was functioning autonomously on their own, which in my opinion is not correct for the functioning

of any media organization. As I was left no other option, I too have started working in my signature style, which could not be digested by many colleagues due to sundry obvious reasons. Some dissatisfactions were resulted due to backstabbing. Jealousy had surmounted its peak among the colleagues as they could not abstract my elevated position, as well as the exemplary work that I was delivering.

Thus, they had wrongly influenced the top management of the channel with their cookedup stories. I felt it as an act that was not less than any cheap politics. Given this, I had tendered my resignation from my job after a few days.

Even while I was working in Delhi, I had applied for the membership of Hyderabad Press Club and became a member of the prestigious organization by the time I got back to Hyderabad. I had contested for EC member in the 2012 elections. I lost the election as I got only 91 votes polled. However, in the 2014 elections, I had won over my opponent as polled votes surmounted exceedingly to 214 votes.

In the succeeding elections that were held in 2016, even though I wanted to contest as Joint Secretary at the first instant, I had to restrain myself and contested for only EC Member, due to some assorted reasons. This time I got 306 votes and had achieved a thumping victory. In the 2018 year elections, I had contested for the Joint Secretary post and inordinately won the election with 360 votes.

Hyderabad press club is a prestigious organization having 1500 members. All those elements that are palpable in the general elections could be correspondingly experienced in the press club elections viz. friendship, caste, community, religion, region, everything plays a significant role.

The major share of voters elects the minor share of contestants. The voters are influenced even in these elections at par with the general elections – dinners are hosted and drinks are served. However, without influencing anyone by any means, I got elected thrice. This very fact makes me astounding!



Elections of **HYDERABAD PRESS CLUB**



At present, I am working for an organization named VOTA (Voice of Telangana and Andhra) as the CEO. The main job of this organization is to carry out all the groundwork related to all sorts of elections in the two Telugu speaking states – Telangana and Andhra Pradesh. The organization collects the ground pieces of evidence on such activities

What I am **PRESENT**?



like the performance of the sitting MLAs and other political leaders and tracks the impact of all political parties in all the constituencies. The results of all the recently concluded elections have been at par with the VOTA's survey results – with as close as 99% accuracy.

I would like to put forward some clarifications, vowing to the completion of my silver jubilee as a journalist. The universal complaint among my friends and relatives is that I change my jobs now and then. Yes, it may be true! But the reason behind such changeovers has been inevitable only due to either career progression or to just give away the intolerable situations at the workplace.

Whenever I had changed my organization, always I was elevated to higher positions with a hike in salaries – with the only exception of the TVS job, wherein I was bluffed with a different offer and took a U-turn later. This very occurrence has not only had damagingly impaired my professional life but also dragged me onto the roads. However, the awful episode had taught me a great lesson for the rest of my life!



AWARDS RELEASES

యశోద-భృష్టుడి లాగే తెలంగాణ, జర్మనీస్తుల బంధం!

• [www.bbc.com/news/health-47411111](#)

• 30-40% of the population is affected

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1. *What is the main purpose of the study?*
 2. *What are the research objectives?*
 3. *What is the significance of the study?*

المجلة الدولية للدراسات القانونية
العدد ١٠٠ - ٢٠١٠

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Category	Value
Category 1	Value 1
Category 2	Value 2
Category 3	Value 3
Category 4	Value 4
Category 5	Value 5

There, in addition to the Secretary, I might mention that the same 1980 staff was only 100% white, while today 100% of our staff is black. And, one of the ways that we've been able to do this is through the use of the "bump" system, which allows us to move people up the ladder without having to hire new people. This is a very important part of our strategy to build a strong, diverse workforce.





FUN TIME



The Journey of a JOURNALIST

KRISHNA KAMBALAPALLY

This book titled— The Journey of a Journalist — is authored by Kambhalapalli Krishna, who has been associated with both print and electronic media (Telugu) for twenty-five years. I read this book with great interest as it is on a topical and relevant subject, and one close to my interest in exploration. This book covers a vast canvas on the life journey of the author from the time when he has accidentally become a journalist. All these fifteen chapters are thematically and chronologically entwined.

Throughout the book, the author has disclosed his life journey while discussing the coverage of contemporary political issues. In the ensuing chapters, the author has talked about his career in other popular Telugu News Channels such as NTV, Zee 24 Ghantalu, V6, TV5, Sneha TV, TNN, and HMTV. While working with V6, the author was inspired by Amir Khan's popular television program *Satyamev Jayate*, the first episode of which was telecasted on May 06, 2012. This led him to think of directing an analogous program that ultimately took its shape by the name *Tamasoma Jyotirgamaya*. The narration of his struggle to direct the series makes the readers stick to this book.

This book fascinatingly presents the author's perspectives and analysis in examining the political environment during the second phase of the Telangana Movement. Without a doubt, this book set alight conversation about the most important developments that took place in the last two decades in the political arena of India. Significantly, this book, though not directly, emphasises the importance of the ethics of journalism — an extermination feature of present-day media.

-Dr. Suman Kumar Kasturi



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