

Media Masalaa

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- Meltdown of Diwali gifts
- Modi's luncheon media interaction

Meltdown of Diwali gifts

Diwali gifts to journalists by politicians and corporate houses is very common and well accepted practice of bonhomie between journalists and those who matter in the society. It seems Diwali festivity adds touch of legitimacy to the gifts and makes the entire process less psycho troubling.

However, this time there seem to be something gone wrong. Our friends are quite vocally disturbed. I have received phone calls from 13 journalist friends some of them quite senior representing powerful publications about what they described as PRmen playing trick with the gift distribution. They said that here is good media masala for the newsletter!!!

A senior business journalist gave me "scoop" that this time Reliance did not send the gift while Essar got the edge with gifts. There was another quite senior journalist who said that there was something wrong in gifts from Congress from Delhi! Some did not get it, he pointed out.

For quite sometime Ahmed Patel is sending gifts to journalists in Gujarat on Diwali. A senior congress leader quite close to Ahmed here said that some journalists even complained to him about this! A reporter said that Diwali sweets from the Chief Minister also had some distribution problem. Modi's sweet generally have something different.

There are some who feel that their category has changed this year. They have received lesser costly gift.

Despite all this, some gifts are well talked about for their home friendliness and some became hit for their liquidity in the form gift vouchers!!! Excellent in the recession hit economy.

VHP had its regular pooja gift (Friends I could have made this piece more detailed. However, the idea is just to talk about something we condemn publicly, but expect and accept privately. I still remember my Indian Express days when editors used to periodically issue instructions against receiving gifts while others used to tell, giving examples, how hypocrites are the big bosses. The idea here is not to sermonize, but to accept the reality. You can use the phrase- incidental benefit!)

Modi's luncheon media interaction

Last week Modi had separate luncheon meeting with reporters and editors. I wrote about the reporters meeting in the last newsletter. It was an annual event organised after Diwali to mark the Gujarati New Year that starts from the day after Diwali.

Modi was not holding Editors' meeting for the last three year. Sources in CMO say that it was because of the response of the owners cum editors of the so called big Gujarati newspapers who did not want to sit in the company of the so called small newspapers!

However, Modi who has suddenly becoming media friendly decided to invite editors and the editors in their turn were quite happy to attend the lunch forgetting the dividing Brahmanism. Renewed media friendliness of Modi is quite palpable in the media in Gujarat and outside and none wants to miss it.

And Modi knows how to use media ladder to carve out pan India Modi of the stature of Sardar!!!! Win-Win situation for both Modi and the Editors. Guglish of Modi's Men

Last week Gujarat Chief Minister Narendra Modi had been to Uganda and Kenya and like his previous business jaunts, he asked businessmen to brief media about the achievement. Since Modi had to leave for election tour the day the team returned from abroad, he gave less than nine hours to businessmen to have media interaction.

Modi is Modi. All tried to meet the deadline. The team of Reliance Industries used all resources to bring newsmen to the Karnavati Club where press conference was held. Press release was prepared conveying the success and achievement theme.

It was shocking document for the Chief Secretary D Rajgopalan when he read the media statement. In his address twice he regretted blunders in English press notes saying that it was prepared in hurry! Great. We forget basics of grammar while writing in jiffy. It was Guglish something like Hinglish, says a media friend.