

Summer Shows!

The Kat & Tameka Show
Thu 9 Jul



Red Hot East End Comedy
Sat 11 Jul



Best of New Act of the Year
Sat 18 Jul



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gay of the gab



WITH BIG BROTHER 10 IN SWING, MEDIA DARLING JODIE HARSH WORRIES FOR THE NEW CONTESTANTS ENTERING THE FAME GAME.

Watching Big Brother recently I can't help but feel a bit sorry for the contestants. Everyone on that show seems to have a strong air of desperation about them - a burning desire to be famous, as if just taking part in the show is going to change their life for the better.

As for the Big Brother track record, the fame you receive from being on the show is rarely a very pleasant one. Your so called friends selling stories on you, all your dirty laundry being aired - it's hardly a rewarding type of success like being recognised for your talents as an actor, singer, musician or artist.

But these people still have such a yearning to be noticed and recognised by the public, often without much of a validating career once the BB house cameras stop rolling, or even much financial reward, since the magazine cover interviews often dry up just a week after they're thrown back into normal society.

I'm not in any way attacking reality shows - I love them, in fact. The Apprentice is entertaining and informa-

Basically, it's my job. It's a career I love and am good at. I play the media game, whether it's an interview in a magazine to promote a club night or turning up to the 'right' event and having my picture in the following day's press. But I still get home at the end of the night and take the wig off and call my best mate, a hairdresser in Ealing who I love more than anyone else.

I would never put myself in the jungle on ITV or in a house filled with surveillance cameras on Channel 4, despite being offered to do both, purely because I'm not desperate for that sort of attention. I'd much rather be known for my creativity and talent by a smaller, more specific audience, rather than having millions of people see me cry in the diary room or have a bust up over food rations. No thanks! It's just not for me. I don't want to be a 's'lebrity', but I want to continue having my work recognised and appreciated.

I know quite a few people who are hugely famous in this country, and worldwide. I have to say, often the people who don't have their faces plastered

'Often the people who don't have their faces plastered across the covers of newspapers are a lot happier.'

tive, and Big Brother started off as a great social experiment, although it has turned into a freak show and a selfish act of media whoring on the part of the contestants in recent years.

Seeing Jade Goody and that girl who used to be in S Club 7 attack Shilpa Shetty a few years back was uncomfortable viewing and signalled the death of reality TV for me. It turned one of my favourite shows into a bear-baiting pit. The very sad death of Jade Goody this year, in all its tragedy, seemed to be quite poignant: UK reality TV's biggest star had faded, and she was filmed - willingly - up until the last days of her young life. A step too far in our culture, I think.

You may be wondering why I feel so strongly about this subject when I myself have welcomed press attention. I, like many of my peers, have worked very hard to get where I am, honed my talents, and maintained a public profile - on purpose - to keep myself current and known. This gets me booked for work: TV shows, DJing, running my pretty successful club night, and now remixing for music artists.

across the covers of newspapers are a lot happier, a lot nicer, and a lot more secure within themselves than those who've sought and found fame.

There are so many benefits to being a star (the most over-used word of our age) - money, travel, the invites to fabulous parties and awards ceremonies, but strip all those material gains back and you often find an unhappy person who surrounds themselves with false friends. Most kids growing up today wanting to be famous have no real concern over how they are going to go about doing it, and that in itself makes me weep for the future.

Imagine the pressure if you were Madonna or Tom Cruise, but at least they've both a talent and a reason to be scrutinised. The reality contestants of today are putting themselves through all of this only to be forgotten by September. I, however, will still be watching the car crash.

• **Jodie hosts Circus, The Official Pride London Afterparty this Saturday (4 Jul) from 10pm until 7am at Matter, The O2, Peninsula Square, SE10 ODY.**