

**Ateneo Communications Technology Management Association – ACTM Wired E-Magazine
Kamae de Jesus Feature Article**

Word Count: 1,337 words

Writer: Victoria Vizcarra

This isn't Kamae's first time in front of a camera, and we doubt it'll be her last. Some of you might remember seeing this ComTech junior in a certain Dutch Mill commercial. But most recently, Kamae de Jesus is now involved as a host to Studio 23's latest program, RushTV, a primetime show that features different universities in the Manila area.

Launching its pilot episode last September 7 at the Eastwood Central Plaza, the show's a youth-oriented production through and through, one that's striving to be a new platform for the campus-based community. It captures everything relevant to the college experience on air, brought to you by the people who would know best – that is, our fellow college students.

Kamae admits her breakout role in television came as a welcome surprise. The audition process that led to her hosting RushTV was a nerve-wracking one. Armand Sazon, a friend and fellow Atenean, happened to be part of the Rush Student Council and invited her to audition. In the months following her interview, she'd heard nothing from the producers, which led her to think her chances of landing the job were slim. "I kinda thought I was totally out of it until they contacted me two months after for a final casting," says Kamae. Even then, the competition remained daunting to say the least. The last casting call involved around fifty other people all vying for the same thing: to be one of the last four hosts. Included among the finalists were a few familiar faces who were already established celebrities, but she remained level-headed in spite of it. "I was like, okay since I'm here *na rin*, might as well do my best and let's see what happens... It made me conscious at first but what the hell... I mean if it's for me, then it's for me. If not, then all good."

When asked what exceptional quality made her stand out among her competition, Kamae answers, "I still ask myself that sometimes. The character that really got me in the show is my being a *bohemian bookworm* (I coined this seconds before they taped me for the final casting). But then every week, I try to carry a different character." The audience can expect something different from her every episode. Is that confusing for her? "Not at all. It's actually fun for me and for the viewers. What I have observed from the beginning was that all of us in the show have very different personalities and putting us all together makes the entire thing whole."

To be cast as one of the six who would spearhead RushTV was nothing short of overwhelming. Kamae had been satisfied doing commercials at present, and though she had plans of moving forward with television, she hadn't imagined she would be doing so this early on. "I felt super thankful cause I was up against established names yet *Direk Bong* and the rest of the production team found something in me," she exclaims. "But God has His ways, and I'm pretty grateful for it." Taping the show is a challenge for her, mostly because RushTV is the first of its kind to hit Philippine airwaves, one she describes as a 'College Magazine Variety Show'. "And since I'm with the pros, it kinda entails a lot from me. 100% every taping, deliver *talaga!*"

Having added RushTV to her ever-growing resume, according to Kamae the show is "a good venue for students to voice out their ideas to the new and old generation, because we, the youth, are the future." Spoken like a true Atenean. In fact, in this new venture Kamae shares screen time with some fellow Ateneans as her co-hosts. The rapport between her and her five co-hosts is like that of family, both on air and off. And it's a friendship that lends the show its unique, fun flavor. Some may have more experience in showbiz relative to others, but she is quick to disprove

assumptions people may have about her more famous co-hosts. “Oh, I fell in love with them during our workshops pa lang. You'd think that probably Say or Joaqui would be all *mayabang* because they're celebs *na* but they are sooo far from that. Really nice people, very helpful and amiable. Like we don't react whenever one of us gets the limelight most of the time, no one's super itching to appear on TV. No one steals the limelight from the other. We're such a steady cast, really you should visit us one time during our shoots. I'm really close to Bianca and Sam YG, it's so nice to work with people whom you know have the same interests, passion as yours. Sam YG, I think we share the Ateneo bond, and Joaqui also. And we take our friendship out of work, we usually have dinner together or we hangout after rehearsals.” She goes on to explain the work ethic that they share regarding their performance on the show. They see RushTV for its relevance to the youth. “What's good about us – well, this is what I tell myself from my observations – is that we don't see this as any other racket or business... it's a lifestyle, a way of giving back to the public.”

RushTV airs six days a week, with every episode spanning an hour and a half. You can only imagine the workload. In spite of this, Kamae is adamant about putting her studies first. “I made it clear from the start that I *would not* compromise my education with whatever the industry would offer me.” They spend the whole of every Saturday shooting the segments of the show, but are on all the rest of the week for meetings, rehearsals, and event coverage. So far she's managed fine, walking the tightrope between the demands of school and shooting on location. But sadly, that leaves little time for anything else. Even a love life? This self-confessed bohemian bookworm laughs. Yes, partying with friends has certainly had to take a back seat, and eight straight hours of sleep has become wishful thinking. “Pretty tough, but the fulfillment I get from it is so worth it. This coming semester, I fixed my schedule in such a way that it would allow me to have window breaks for studying. I only have class T-W-TH, which gives me more time to work on OPMAN!”

It's likely we'll get to see as much of Kamae offscreen as we do on television; RushTV is but one in a long list of extracurricular activities. Kamae manages to hold an active role in the school organizations she's part of, even going so far as heading several projects, her 'org babies'. “I have Shindig coming up on Nov 17, Decada (ACTM Christmas Ball) this December and COSA Night in February. I'd want to keep myself active in school stuff so that I wouldn't feel distant from what's happening in school.”

Those who know her best can tell you that she's driven by a genuine passion for her work, but hosting is far from the end-all, be-all for her. This early into her career, Kamae already harbors strong opinions about the local entertainment scene and the hand she plays in it. “I was just talking to my friend, Mikey Tan who's a part of the Ateneo Segment Production Team and we were talking about talking and hosting; that local hosts hoard the limelight instead of pointing it to the guests, and this is what I'm trying not to do. That hosts should have presence, fine, but at the end of the day, as hosts we must still feature the one we are interviewing because the show will always be about them. I want to make a difference, and hopefully the industry would be open to this.” If given the chance, Kamae intends to leave the business a vastly different landscape as when she found it. Until then, don't forget to catch Kamae on RushTV every Monday to Saturday at 6PM, on Studio 23.