



ASK DEANNA! Real People, Real Advice

Ask Deanna! Is an advice column known for its fearless approach to reality-based subjects!

Dear Deanna!

I'm a bachelor that actively dates and I'm tired of women trying to change me. I go into relationships being honest and direct. After a while, these women want more than I'm willing to give. I don't have any problems with this but it makes me mad when they accuse me of leading them on, cheating and lying. It is what it is and I stay the same from the first date to the last. What can I do to protect myself from drama when these women want more from me?

Travis the Bachelor, Houston, TX

Dear Bachelor:

You put yourself in this situation by playing the relationship game. If you don't want them asking for more, then you need to stop acting like a boyfriend and treat these women as around the way girls. In other words, if you're a recreational dater giving your body to all and heart to none, then let them know. Yes, tell them that you're using them, you don't want anything serious and you have more than one girlfriend. This will make your life easy and simple because once they hear the real truth, they'll slam you and keep searching for a real man.

Dear Deanna!

I'm trying to get my life back on track. Whenever I start doing well, it seems like the devil gets in my way. I'm stressed right now because I'm doing things that I know aren't right. I feel like I have demons inside of me because I always have evil thoughts and think negative about other people. I also have hatred in my heart towards other people but I can't help it. How do I change my thoughts and my attitude?

Need Help, Miami, FL

Dear Need Help:

You should celebrate the fact that you're alive with health, strength and a sound mind. Get yourself to a pastor and a church and latch onto the Word and steadfast prayer to be released from the grip of evil. You can get yourself together by surrounding yourself with positive people and focus your mind on good things and personal goals. Seek professional help for what appears to be deep rooted issues that could stem from childhood. Once you've done these things read a few books on self-esteem to complete the circle of help and keep it moving.

Dear Deanna!

I'm a Muslim in a relationship with a Christian who wants me to convert. He says there is no way it will work if we marry and have two different religions. I've never asked him to change but when I ask about marriage, he says that I'm pressuring him. We're not ready for marriage, but it would feel good to know I'm viewed as his future wife instead of a college girlfriend. When I had a crisis and asked for prayer, his remarks were rude and alluded to my lack of believing Jesus is the Son of God. What he says is true but why can't he chill and let things work?

Melancholy, Online Reader

Dear Melancholy:

The religious conversion is an excuse your mate uses to keep from entertaining a commitment. Like other college students, you have relationship drama but yours also has religion as another stress factor. These type relationships work, but yours is doubtful because he doesn't respect you or your religious beliefs. He doesn't have plans to make this a lifelong relationship, he won't change his religious views and it's to your advantage to keep fishing and date someone that can support and grow your faith.

Write: Ask Deanna! Email: askdeanna1@yahoo.com or 264 S. LaCienega Blvd. Suite 1283 Beverly Hills, CA 90211 Website: www.askdeanna.com.

Lighty wheels, deals for rap

BEVERLY HILLS, Calif. (AP) - Yes, 50 Cent is one of rap's most lucrative entertainers. Yes, he's sold more than 11 million albums, and yes, he has built a rap empire.

But no, 50 can't count on selling his usual million albums the first week in these troubled musical times — which is why he needs manager Chris Lighty more than ever.

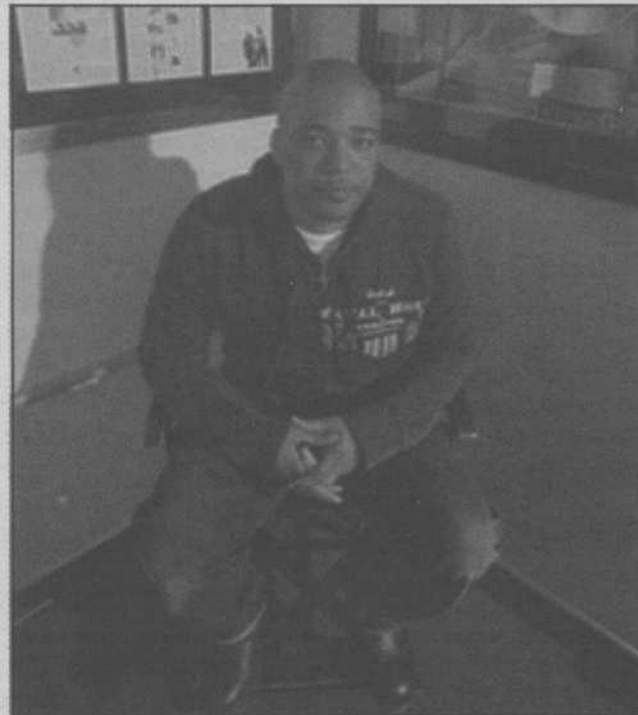
Lighty didn't get to be hip-hop's go-to dealmaker by accepting the status quo. So, while sales may be down, Lighty is still working magic to make sure 50 — and other high-profile clientele like Diddy and Busta Rhymes — keep getting very paid.

During an interview in the swank cafe of the opulent Beverly Hills Hotel, Lighty rattles off various opportunities for 50, including a vitamin supplement deal, a role in a Brett Ratner movie, and his own condom line.

Coming soon for another client, LL Cool J, is a Chapstick deal for the rapper known for licking his lips.

"Now you have to have as many strategic alliances as possible to market your music and market your brand, to grow the brand and then, in turn, hopefully grow and help another brand," said Lighty.

"As music sales go down because kids are stealing it off the Internet and trading it, and iPod sales continue to rise, you can't rely on just the income that you would make off of being an artist."



Chris Lighty works to make sure hip-hop artists expand their brands and marketability beyond the music industry.

It's an aggressive and diverse strategy as the recording industry grapples with sharply declining record sales — but not a new one for the 38-year-old Lighty, who has been a player in the hip-hop game since he was a kid DJ some two decades ago. He rose through the ranks at Rush Management (Russell Simmons' first company) before eventually founding Violator Management 10 years ago (Mona Scott and James Cruz are partners).

"A lot of people look up to Chris Lighty because of the blueprint that he's laid over the years," said Grouchy Greg, founder of the leading rap website allhiphop.com.

"He started with KRS-One and Scott La Rock, and if you listen to early hip-hop records, you'll hear early mentioning of him. He's been instrumental in a number of influential artists' careers."

Now, with a roster ranging from Academy Award-winners Three 6 Mafia to maverick Missy Elliott to up-and-comer Papoose, Lighty's mission is not so much to make musical superstars, but multifaceted entertainers who can be marketed in an array of ways: a sneaker deal here, a soft drink partnership there, a movie role down the road.

"He has helped me establish accomplishments on the

level of business moves that have been very, very, very, very lucrative for me," says Busta Rhymes, who has worked with Lighty for years.

On this day, a tour Lighty is setting up for Diddy and Snoop Dogg is causing him headaches. He constantly checks his Blackberry during the interview (joking that he only shuts the device off when he falls asleep, "when ever that is, and whenever I wake up I still look at it.")

Headaches and violence are part of the job, especially when you work with 50 Cent. The latest is the arrest of G-Unit member and 50 Cent BFF Tony Yayo, for an alleged assault on the 14-year-old son of a rap rival.

Lighty was by Yayo's side after his recent arrest.

Then there are the more mundane troubles — a client with sagging sales, another looking for more attention, another questioning the direction of his or her career.

"I've had the 'How'd you mess me up?'" Lighty says. "I rewind back in time, and say, 'I?' We always make this decision together... we always collectively make the decision. When things go left, we come up with emergency plans, and plan B, and C and D if necessary to move a project around."

"We've gotten blamed, and then unblamed quickly," he adds with a laugh.

He's had to tell clients to (See Lighty, Page 7)

Friday April 20th
6 pm - 10 pm
Stone Soul Picnic
George Duke
Barkays
Dazz Band

Saturday April 21st
1 pm - 10 pm
Jazz Festival
Jonathan Butler
Rick Braun
Urban Jazz Coalition
Peter White
Philippe Saisse
Nick Colionne
Richard Elliot
Hiroshima

Tickets Available @ or by phone
Mr. Bill's 1.800.969.VEGAS
4441 W. Flamingo Rd.
4510 E. Charleston Blvd.
8450 W. Sahara Ave.

Hills Park At Summerlin