

## Publicity Stunt 101

Written by Keith ID622

Tuesday, 28 December 2004 23:11 -

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Rap superstar 50 Cent did an interview with one of Hip Hops most famous DJ's Funkmaster Flex on Hot 97 last Wednesday. Contrary to reports that 50 just dropped by the studio, the interview was set up the day before. Was that the only thing that was set up the before the interview?

It's been two years since the world has heard from 50. Well, solo project wise that is because we have heard plenty of him since then. Whether it be guest spots on songs or on mix-tapes calling names as usual. 50's new solo project *St. Valentines Day Massacre* was scheduled to be released the day after Valentines, which made the title fitting. Not long after the interview with Flex, that date was changed to March 8

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Very early in the interview Flex stresses that he is not going to play the song *Piggy Back* saying "The song we don't have it to play tonight, we're not playing it tonight. We're just talking about it because I asked 50 about it." The new song or "thought" like Flex called it many times in the interview is said to be another infamous 50 attack. But this time he isn't just going at the likes of Ja Rule but he is calling names of many heavy hitters in today's Hip Hop world. People named in the track are said to be Fat Joe, Jada, Nas & Kelis. They seem to be the one's most talked about. Who knows who else may be mentioned on the track? Some may now even speculate that Flex may get his as well for turning his back on 50 when he decided not to play the track later on that night.

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Near the end of the interview Flex came on with the surprise and said "I did lie about something, I do have the song and I think I'm gonna play it in a little while." Only to lead the listeners on long enough to piss them off when he didn't.

Flex told listeners that it was a personal decision on his part not to play the record. He said if he says he wants non-violence in hip-hop, then he has to practice what he preaches and 50's track was the kind of record that can start some things. Flex closed the situation by saying, "I'm never going to play this record."

When asked about why he goes at certain people on the track 50 had many different answers. Fat Joe was in a video where he endorsed Ja Rule's *Blood In My Eye* album and 50 took that as disrespect. Nas did a free concert that 50 speaks about where he says that Nas came out on stage to perform and was anti G-Unit. Kelis she gets it through what 50 said is "guilt through association." Just because Nas is her man? 50's beef with Jada was that it was disrespect to DMX. 50 thought that just because DMX and Ja Rule got beef that it's not right for Jada to get on the track. Also mentioned in the interview were the cameos by many people. People that when the 50 and Ja thing got real hot said the two of them needed to chill out. So the people that did the cameos are being called out for representing for some peace in Hip Hop when things were getting crazy.

So just because all these people got into a video that reps for their hometown New York they are disrespecting 50 Cent? Did he expect to get an invite to the shoot and be apart of the video? In one part of the interview 50 says "I'm from New York" so does that mean that anybody from New York can't work with Ja rule if they don't want to disrespect 50?

What 50 Cent interview would be complete without the usual shots at Ja Rule and The Inc. They talked a little about the problems that The Inc. is facing with Federal Charges as well as how 50 felt about Ja Rule's new album. 50 says "the only reason that track gets played is because of Jada & Fat Joe" talking about *New York, New York*. Also saying "the only reason

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the other one is getting attention is because of R. Kelly & Ashanti.” Giving his definition of what the fans want to hear and that the record sales are where it’s at. Not just the singles and what the radio will play.

For 50 Cent the publicity is where it’s at. You always here his name from time to time but when it comes time to drop an album the publicity goes into high gear. I’m not going to get into the hype before the last album. We all know it and are quite sick of it.

So is Funkmaster Flex really the peace maker he claims to be? So let me get this straight to play a track that has beef on it is wrong. But, to do a half hour long interview on beef and go into 50’s beef with each person on the track is alright? How about the fact that Flex has played many tracks from this battle before? Also who really believes that when this album is released that this track won’t be on there? Will Flex really never spin this track not even once?

What I found most interesting in the interview was the part where Flex talks about setting the interview up the day before and how he was excited. Flex tells the fans listening that he learned something new about 50 “50 Cent is smarter than he portrays.” They also talked about the pressure on 50 to come out with a real good album which 50 says feels just like last time. He knows that there are many people out there doubting him right now.

Is 50 really smarter than he portrays? Whether you like him or not 50 is no fool. I to believe that he is smarter than most people give him credit for. He knows that if you keep the streets

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buzzing and the people wondering the more albums will come off the shelf. It's already started for the new album. Photographer lawsuit, Nigerian Rapper Incident, Jacob the Jewelers Party, the new track *Piggy Back* and now the interview with Flex.

Like Flex even said it in the interview "your headed into this new album with a lot of marketing and promotion." That's exactly what this interview was about. I don't believe for a minute that this track won't make the album. I also don't believe that playing the record that night on Flex's show was ever part of the plan. It was just another Publicity Stunt on the long list of 50 Cent stunts. Which I am sure there will be more of before the album comes out.