

MEDIA by Jean Gruss | Editor/Lee-Collier



April Masini says she's been called "the new millennium's Dear Abby." Log onto her Web site AskApril.com to get the latest advice on dating.

Nancy DeNike

Dating Problems? Just Ask April

April Masini wants to be the next Dear Abby. One lesson she learned: Don't confuse the search engines.

Is a sexual sabbatical ever OK to take in a relationship? While threesomes are often good fantasy material, is it actually a good idea to try them out? Is it OK to talk dirty in bed?

For the answer to these and 1,300 other dating and relationship questions, consider visiting April Masini's Web site AskApril.com.

There's no real big secret to giving advice online, says the Naples resident. "It's mostly common sense." But clearly much of what the conservative Masini says is not politically correct. "I say what people think but they dare not say."

In case you wanted to know, the answer to the first two questions is generally "No" and the answer to the third question is: "If it's working for you, that's great."

In addition to AskApril.com, Masini has also launched DatingDemocrats.com and DatingRepublicans.com, just in time for the 2008 elections. She has self-published and authored two advice books: Think and Date Like a Man for women and Date Out of Your League for men.

She's an aggressive promoter, recently landing as a guest on Fox News' Bill O'Reilly show and appearing in quotes in the sports section of the New York Times. Old Spice, the deodorant maker, hired her to provide dating advice on its Web site.

It helps that the Naples resident has name recognition. Masini trained alongside one of the best in show business: her ex-husband Al Masini, who created such shows as Lifestyles of the Rich and Famous, Star Search and countless other television shows that earned him 38 Emmys.

April Masini herself was credited with getting the producers of Baywatch to shoot the hugely popular television show for three years in Hawaii instead of Australia. She clinched the deal at the last minute by appealing to legislators and the governor of Hawaii to lure the show with incentives.

Masini is as comfortable talking about hair as she is about the new French president and the politics of Middle Eastern immigrants in Europe. A staunch conservative, she was booed by the audience on the show of left-leaning commentator Bill Maher.

She rolls her eyes when asked about Hollywood liberals. "I've had to leave parties in L.A.," she says. But Naples isn't as conservative as some might think. A resident of the upscale Mediterra community, Masini is quick to say Naples residents are more likely to have affairs than Hollywood. "I've

seen more outrageous behavior in Naples than in L.A.," she says.

Teaching men how to date

How does one end up in the dating-advice business?

A few years ago, an acquaintance asked Masini to teach a class about dating at the Learning Annex in Los Angeles. The subject: Teach men how to date women. "I thought she was kidding at first," Masini laughs.

"The class sold out," she recalls. Fifty men from varied interests and backgrounds showed up for a class that cost \$29.99.

Masini had been involved in the production of a television show called Supermodels of the World, which the Learning Annex used to draw students. Masini recalls how she prepared for class: "I wrote a script." The number one thing, she counseled rapt participants, is to exude confidence. "Walk over and say hi," she says. "You don't have to be the best-looking guy."

The script from that course became her first book, Date Out of Your League. The 160-page book bills itself as a crash course for "attracting, dating and bedding the women usually confined to fantasies." Her

REVIEW SUMMARY

Who: April Masini

Industry: Media

Key: Online exposure is critical for name recognition.

'If I can't out-think you, I'll out-work you.'

April Masini, founder of AskApril.com