

# HOLLYWOOD INSIDER

What's Going  
on Behind  
the Scenes

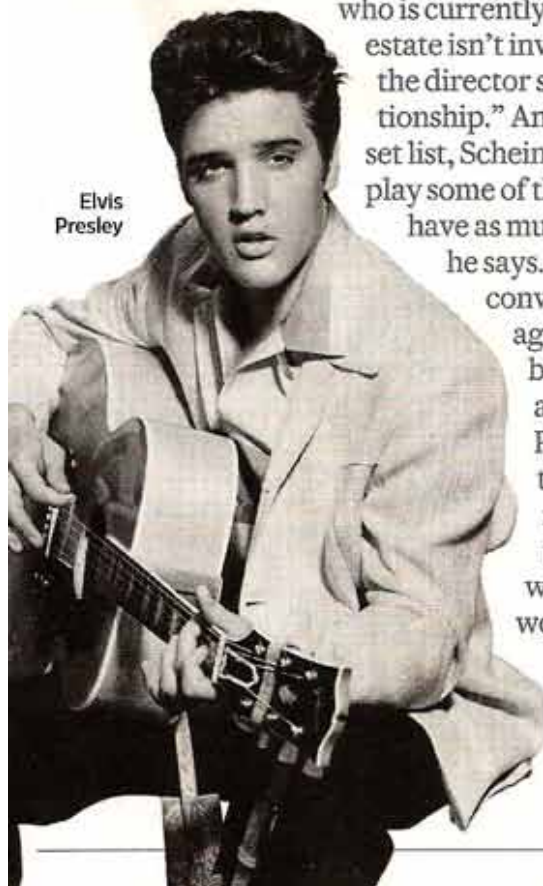
## Movies

## Elvis Presley Finally Gets a Big-Screen Biopic

CULTURAL ICONS don't come any bigger than **Elvis Presley**, and yet, nearly 35 years after his death, the King's real-life story has never been tackled in a feature film. Director **John Scheinfeld** is setting out to change that. Scheinfeld, who directed and codirected, respectively, the well-received rock documentaries *Who Is Harry Nilsson (And Why Is Everybody Talkin' About Him?)* and *The U.S. vs. John Lennon*, has signed on to helm *Fame & Fortune*, a film adaptation of former Presley bodyguard **Sonny West's** 2007 book, *Elvis: Still Taking Care of Business*. West was one of Presley's confidants from 1960 until 1976, when he and the singer had a falling-out, in part over Presley's drug abuse; *Fame & Fortune* will chronicle that stretch of Presley's life from West's perspective. "I liken this movie a bit to *The King's Speech* in the sense that it's really an intimate drama about the extraordinary friendship between two guys," says Scheinfeld,

who is currently rewriting the script. Presley's estate isn't involved in the project thus far, but the director says he's hoping for "a good relationship." And while the film doesn't yet have a set list, Scheinfeld wants Presley's TCB Band to play some of the tracks. "Our intention is to have as much music in the film as we can,"

he says. Still, finding someone who can convincingly play the singer from age 25 to 42 may be Scheinfeld's biggest challenge (**Kurt Russell** and **Jonathan Rhys Meyers** played Presley in two notable TV productions). "My thinking at the moment is that we'll go for an unknown," he says about casting, which begins this fall. "We'll do a worldwide search and we'll take as long as it takes." —JOSH ROTTENBERG



Elvis Presley

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## TV

## Why Stars Face Haters on *H8R*

→ How does The CW get people like **Snooki**, **Kim Kardashian**, and **Rebecca Black** to confront their haters on *H8R*? Three words: host **Mario Lopez**. The *Extra* host uses his gig on the entertainment news show to sell celebs on the idea of appearing on *H8R*—which sends stars to meet the ordinary people who despise them. (*Extra* and *H8R* are produced by the same team at Telepictures.) After the subject agrees, the star's publicist is looped in and shown a tape explaining the series. But it's Lopez's involvement that keeps the celebrities happy. "Mario is the safety net," says executive producer **Lisa Gregorisch-Dempsey**, who co-created *H8R* with

**Jeremy Spiegel**. Lopez is there during the taping, adds Gregorisch-Dempsey, and "if it really gets ugly [between the hater and the celebrity] he'll break it up." Other celebs who have taped a segment on *H8R*, which debuted Sept. 14: Lopez's personal friend **Eva Longoria**, as well as **Dina Lohan**, **Nadya "Octomom" Suleman**, **Ron Artest**, and **Nick Cannon**. But producers have a wish list of other subjects that includes **Lady Gaga**, **Britney Spears**, and **Madonna**—not to mention those on what Gregorisch-Dempsey calls the "hall of shame" list, such as **Tiger Woods**, **Anthony Weiner**, and **John Edwards**. —Tanner Stransky



Eva Longoria with host Mario Lopez