



## TRADES

Friday, April 30, 2010

### **Disney preps next high school musical**

Disney Channel is readying a new high school musical. The network has ordered an original movie based on the novel "Lemonade Mouth," the story of five Rhode Island freshmen who meet in detention and decide to form a garage band using unusual instruments, including a ukulele. Emmy-nominated producer Debra Martin Chase will lead the project, having also produced the network's musical movie franchise "The Cheetah Girls" in addition to films "The Sisterhood of the Traveling Pants" and "The Princess Diaries." The script is from April Blair, based on the novel by Mark Peter Hughes. The project's title (and the band's name) comes from a student-led protest in the book to save the school's organic lemonade machine. Although Disney Channel's movie-musical franchise has dropped from the frenzied peak of 2007's "High School Musical 2" -- the most-watched cable telecast of all time with 18.6 million viewers -- the network's movie musicals continue to generate blockbuster numbers. The most recent contemporary big-ticket project was 2008's "Camp Rock," the most-watched scripted cable telecast that year with 10.1 million viewers.

### **Dwayne Johnson books 'Protection'**

Dwayne Johnson will star in the action thriller "Protection," with Simon West directing. The screenplay, written by Brandon Noonan, follows a Mexico City security operative who is forced to smuggle the daughter of a high-ranking judge across the border while being pursued by corrupt cops, drug lords and white collar U.S. criminal forces. IM Global's Stuart Ford and Robert Lawrence will produce along with Gordon Gray and Marc Ciardi of Mayhem Pictures. Brian Kavanaugh Jones is an executive producer, and Jib Polhemus will be a co-producer. The \$35-million production is scheduled to start filming in New Mexico in the fall. The CAA-repped Johnson most recently starred in "Tooth Fairy" and "Race to Witch Mountain." He will next appear in the Columbia comedy "The Other Guys" in August and the CBS Films actioner "Faster," set for release in November.

### **'When We Leave' tops Tribeca fest awards**

Feo Aladag's German drama "When We Leave," starring Sibel Kekilli as an abused wife, took home best feature and actress honors Thursday at the ninth annual Tribeca Film Festival. Other top World Competition honors went to Alexandra Codina's Down syndrome study "Monica & David" for best doc and "Gainsbourg, je t'aime ... moi non plus" star Eric Elmosnino for best actor. In the New York Competition, Dana Adam Shapiro's relationship drama "Monogamy" was named best New York narrative, and C. Scott Willis' family portrait "The Woodmans" took home best New York doc. Winners in these and other categories divvied up more than \$150,000 in cash and prizes during the W Union Square Hotel ceremony. Although no distribution deals have closed for "Monogamy" or other available titles during the fest, which ends Sunday, there was a ray of light in the sales market. Talks are under way for Sony Music Entertainment to distribute the Billy Joel rockumentary "Last Play at Shea," with a limited theatrical rollout possibly handled by sister distributor Sony Pictures Classics, largely contingent on an agreement over the film's marketing budget.

### **'Chuck' fans plan rally support for series**

"Chuck" fans have a plan to rally support for the NBC series, and this time it doesn't involve sandwiches. With the action-comedy on the bubble for a renewal, "Chuck" fans on Monday will stage themed flash mobs in at least four cities. In Chicago, Seattle, San Diego and Philadelphia, "Chuck" fans plan to gather while dressed in the show's Buy More-style clothing (short-sleeve work shirts, name tags and the like). The idea is from fan site chucktv.net, one of those that spearheaded last year's "Finale and a Footlong" campaign that made national headlines when fans bought sandwiches from "Chuck" sponsor Subway. While last year's effort was about sending a message to NBC that fans will support the show's advertisers, this year it's about trying to market the show to potential viewers. "Chuck fans are the most loyal, dedicated, imaginative and passionate fans any show could ever hope for," "Chuck" co-creator Josh Schwartz said.

### **'Nightmare' redo eyeing No. 1 boxoffice bow**

The spring boxoffice season's final weekend matches an R-rated horror pic against a family-friendly comedy as Warner Bros. debuts the remake of "A Nightmare on Elm Street," and Summit Entertainment bows "Furry Vengeance." "Nightmare" is sure to top the session, with solid tracking indicating prospects of scaring up as much as \$30 million through Sunday. So that leaves the PG-rated "Vengeance" to duke it out with DreamWorks Animation's "How to Train Your Dragon" in the competition for the frame's other two medal positions. "Dragon" has mounted a leggier run than expected, running north of \$180 million, and the Paramount-distributed adventure looks likely to fetch low-teen millions in its sixth domestic session playing in a mix of 2D and 3D auditoriums. The film has rung up more than 60% of its theatrical coin in 3D venues each weekend.