

## **Private Facts for the Producer, Louis Lovelace**

Louie, who now calls himself "Louis L. Lovelace", wants to purchase the rights to a screenplay written by Mr. Tommy Clance. Mr. Lovelace is also hoping to sign actor Hung Lee, who, despite the reputation of being "difficult", has been in several blockbuster films. Louis believes that this actor would help to boost the box office profits, as well as bring sex appeal to the movie.

Louis wants his film to be a success at the box office, but more importantly to showcase his talents as a legitimate producer. Louis wants to become a respected producer and be admired by his colleagues.

His success with porno films has convinced him that a little spice and sex appeal added to the films' plot would ensure its popularity. In his prior films, he has profited from product placement of 3X condoms and sex toys. He has some ideas about how to place 3X products in this mainstream film. Specifically, Louis wants to place these condoms and at least one of the "toys" in the "Bedroom Booty" scene. Louis' thought of this scene is to actually show a vivid sex scene, but of course show protection being used. Since Louis is funding this entire movie out of his own pocket, he feels he should have sufficient creative control over the process and can make the product placement happen. He also must retain creative control to earn the respect and admiration of Hollywood.

Mr. Lovelace has had a long-time friendship with Howie Sterno who starred in some of Mr. Lovelace's best porno films in the 1970s. Louis plans to promote his new film on Howie Sterno's cable show, as well as other alternative programs.

Mr. Lovelace definitely wants to recoup his costs and retain profits that are standard in the industry. He is sure the film will be a great success, but he is already a billionaire so money is not his major motivation. Louis mostly seeks respect and admiration by his fellow producer colleagues in the industry. He also does want to have some creative control over the tone of the movie, providing a little sex appeal.