

Horton Sees the Idols

What better way to promote a new movie than on America's number one television show which is seen by millions every week. Last season two movies peddled themselves on American Idol, [*Shrek 3rd*](#) and [*The Simpson's Movie*](#). The top ten finalists were treated to the premiere showing of Shrek and got to go backstage for the behind the scenes work of The Simpsons. The Shrek connection kind of threw me since Dreamworks is not affiliated with FOX (that I am aware). Of course, money talks.

Last night's result show also featured a promotional opportunity for 20th Century Fox's latest attempt to transform a Dr. Seuss book into a theatrical masterpiece. The last two (*The Grinch* and *The Cat in the Hat*) were mediocre at best. I'm not sure if *Horton Hears a Who* will follow in their footsteps, but the cast list seems promising. Jim Carrey, Steve Carell, Carol Burnett, and Amy Poehler are a few of the talents who are lending their voices to the animated feature.

In order to further promote the film, Jim Carrey was in the American Idol studio audience with a giant set of elephant ears on his head and humongous elephant shoes on his feet. I personally felt sorry for the man who sat behind him. Later, the man of a thousand faces blended in with the finalists who were nervously awaiting the announcement of the contestant who would be getting the hook, axe, or otherwise sent packing.

I hesitate to tell you that the poor soul who was voted off the island (oops wrong show) was a young man who (according to newspaper articles) previously was employed as a male stripper at an establishment that catered mostly to male clientele. It would not be American Idol if there was not a bit of controversy.