



# Look Up, Reggie

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An inspiring story of how a young boy  
with the help of his unlikely friend  
overcomes his fear of space



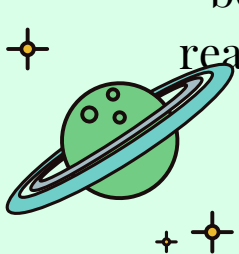
# Table Of Contents

Treatment	3
Key Success Principles	9
Franchise Elements	12
Timeline	14
Synergy Map	15
Merchandise Items	16
Conclusion	17



Career Day at school begins early in the morning for the students at Griffin Elementary School. There is the typical hustle and bustle of an early school morning with teachers getting ready for the day and students running around, excited for what the day has to bring. We find ourselves in the auditorium where we meet Reggie, a young african american boy ready to learn about the possibilities his life could bring. After hearing from a doctor, dentist, finally a special guest arrives. Harry Penington, the astronaut. He explains how amazing his job is and the mystery that is space. He begins to discuss how much is unknown in our world and encourages the students to never stop learning. However, this presentation frightened Reggie...how can there be so much that is unknown among us. After the school day, Reggie goes home where he asks his mother a million questions that unfortunately she cannot answer while she is making dinner. Instead of explaining to Reggie how there will always be things we do not know, she dismisses his questions, asks him to set the table and he is left feeling lost and hopeless.

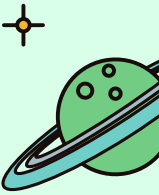
We hear an alarm clock beeping in the background and Reggie awakens. Time has passed, he is now ten years old and in the fifth grade. He begins his mundane morning routine and begins to gather his belongings for school. His mother hands him his backpack, lunch box and finally his umbrella. As he reaches for it his mother says “Reggie, someday you’re going to have to let this go. It’s a beautiful day outside.” He dismisses her comment and takes his umbrella from her and heads out the door to make it on the school bus. As he gets on the bus, he takes an open seat by a beautiful young Indian girl named Rashana. He notices she is reading a book titled “Moonshot”, she gives him a soft smile and continues reading. As he sits down something catches

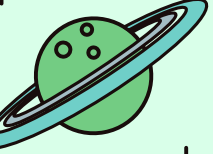


his eye, a small pink saturn pin on her backpack. Just the sight of this makes Reggie queasy. He looks away and tries to focus on the day ahead of him.

As they get to school Reggie gathers his things and as he steps off the bus, he opens his umbrella. As he walks to class, it is evident the kids he passes are talking about him and are confused why he refuses to be outside without an umbrella. As Reggie and Rashana enter their home room respectively Reggie looks up to see the learning objectives for the day written on the board. Written on the board is: The moon and how it impacts the earth, What the future holds for technology, Does History repeat itself? He begins to feel extremely uneasy and the room begins to spin and there is a sudden black out. Reggie wakes up in the nurses and is confused on how he got there. The nurse explains to Reggie that he fainted quickly after entering the classroom and that he has called his mother to come pick him up and will arrive shortly. Reggie begins to gather his belongings when he begins to panic as he cannot find his umbrella. He starts to frantically search for his umbrella and can feel himself start to hyperventilate. After asking Reggie what is wrong the nurse immediately calls down to his home room classroom and asks that the umbrella be brought to his office. Soon Rashana enters with Reggie's umbrella and a rush of relief overpowers him. His mother arrives and he is escorted out to his car. The car ride home is a quiet one with only his mother telling him it is time to do something about his fears.

The next morning he awakens like the last, the same scenes are shown as he takes his place next to Rashana on the bus. Today she is reading another space themed book, a morning just like every other. A montage of Reggie's day takes place and we end with him waiting outside for his mother with his umbrella overhead. Minding






his own business, Reggie is approached by three ill willed students who are determined to make Reggie feel insecure about his umbrella. They begin to beat up on him and rip his umbrella away, he immediately crouches down and puts his head in between his legs. Rashana appears and tells the kids to leave Reggie alone and she rips back the umbrella. She examines the umbrella and Reggie for a moment before bending down and opening the umbrella above him. He pauses and snaps into the moment. She asks him why he always has this umbrella anyway. Hesitant to share his fears, he chooses to open up to her about his fears of the unknown and how he cannot fathom that there is anything else out there beyond our world. Rashana has a sparkle in her eye as she sees Reggie struggling with his fears. She gets the grand idea to take him on as her personal project. She tells him she will work with him to learn about space instead of being afraid of it. They agree that evening they will have their first lesson at Rashana's house at 5:30pm sharp. Rashana and Reggie go their separate ways, both with a new sense of hope. The scene cuts to Rashana explaining all she knows about space, how it works, and why she loves it, her white board is covered with information as they have been working for quite some time. Reggie interrupts her mid lesson to ask a few questions, ones that Rashana does not have any answers to. Her uncertainty begins to worry Reggie as he cannot comprehend that there are so many unanswered questions about our world. They begin to raise their voices at each other as they go back and forth when suddenly they reach a climax and stop. Rashana has a new idea. She realizes explaining how we don't know everything clearly isn't sitting well with Reggie so she begins to come up with a new tactic. She begins to discuss how amazing it is that there








are so many unknowns in our world and how if we knew everything, what would be the meaning of it all anyway? Half of the fun is never knowing what comes next and that our life is completely ours if we choose to control our fears instead of letting them control us. Her speech is extremely moving and Reggie begins to understand. We then hear Rashana's mother call up the stairs that Reggie's mother has arrived at. Reggie and Rashana begin to gather his belongings when they both reach for the umbrella. There's a pause, Rashana explains to Reggie that one day he will have to leave his umbrella. He gives her a longing look. Hugs her, then leaves.

The next day he wakes up to find it's raining. This is his favorite kind of day as no one looks at him funny for carrying his umbrella. He makes his way onto the bus just like every other day and takes his seat next to Rashana. Rashana excitedly tells Reggie the next step in their project...the telescope. The rainy school day goes by and Rashana and Reggie are waiting for their parents. As Rashana's parents arrive she is hesitant because she doesn't want to run out into the rain. Reggie looks at his umbrella then at Rashana, pondering if he should give it to her. He then musters enough courage and offers her his umbrella. She looks at him in shock, he gives her an encouraging smile and tells her he can get it back when he comes over later that night. She smiles and gives him a bear hug. She opens the umbrella and leaves. Reggie takes a deep breath as he realizes this is his first time without his umbrella. He hears a horn honk and his mother waving at him. He then stands up, lifts his hood over his head and runs out to the car.

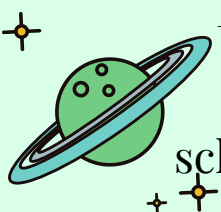


We are now with Rashana and Reggie on her back porch setting up the telescope. Reggie is clearly anxious as this will be the first in a very long time that he



will have truly looked up at what is in the big scary space above. As she finishes setting up she guides Reggie to the telescope and reminds him that there is nothing to be afraid of. The world is made up of many things that we may never know the answer to but that doesn't mean we should hide from it. Reggie holds Rashanas hand as he bends down to put his eye up to the telescope. At first he sees nothing, a sense of relief flows through him. With a few adjustments made by Rashana, Reggie tries again. This time he sees everything, the moon and the stars. He is amazed by what he sees, could the moon really look that neat so close up? Him and Rashana laugh with joy as they look up at the sky again. Suddenly a shooting star appears, they both see it clear as day! They celebrate their siting and Rashana reminds Reggie to make a wish. He doesn't say it out loud but we see the look of hope and excitement on his.

The next morning we hear Reggies alarm. There is nothing special about this morning except this time there is a pep to his step. He races around his room to get ready, quickly eats breakfast and kisses his mother goodbye. She hands him his lunch box, backpack and of course...his umbrella. He looks at it, back at his mother, and smiles. He tells her he doesnt the umbrella today and leaves for the bus. As he stands waiting for the bus he feels the sun on his face, taking in its warmth. Suddenly, he hears the bus driver honk their horn and he runs onto the bus to sit next to Rashana. She is sitting there, just as she always is, but this time with a pink umbrella. She tells him she worried he may feel scared today after their lesson the night before. He smiles, takes her umbrella and puts it in her backpack telling her there is no reason for it, it's a sunny day! Another montage plays of Reggie and Rashana enjoying their day at school, we hear a school announcement that that evening will be a meteor shower, they play



outside at recess, and at the end of the day they are lying in the grass pointing out what they see in the clouds as they wait for their parents. At home while at the dinner table Reggie explains to his mother that there will be a meteor shower that night and he wishes to watch it with Rashana since she has a telescope. His mother approves of Rashana coming over that night. Together, Reggie and Rashana set up her telescope in Reggie's back yard. Suddenly we see the meteor shower beginning. Without thinking, Reggie looks right through the telescope, completely memorized by what he sees. Rashana smiles and takes in the fear she has helped Reggie overcome and is satisfied with her work. We close with a zoom into the telescope's eyepiece and we see a screen full of stars, and two shooting stars and the screen goes to black.





# Key Success Principles

## Satisfy Deep Emotional Need

This story hits home with many emotions however i think one that stand out to me is volition: to exist autonomously and direct your own life. This is a fear that many people have as there are so many unknowns still out there. Through this story Reggie learns that he is in control just as we are in control. There is a sense of achievement that Reggie reaches as he overcomes his fears. There is also the issue of security. We all from time to time feel insecure and this story explores the journey of feeling insecure to gaining security.

## Align with Contemporary Cultural Trends

Reggie's story explores what it is like to have anxiety over something that you cannot control. He is terrified of what he does not know, and therefore is held back from the wonders of life because he is always hiding. He befriends an unlikely friend, someone who loves space and is a free spirit. We have also worked to bring equal representation to the screen and include all members of the world to show that every deals with fear and anxiety and it doesn't matter what you look like on the outside. The characters are BIPOC to ensure representation

## Generate Compelling Story Ideas

This story addresses the fears of children which are often looked over in our everyday lives. To create better human beings in the future it is imperative that we validate children at a young age and help them work through their anxieties so they are better prepared to handle the world that awaits them.

### **Add Broad Audience Appeal**

This film is intended for the typical disney-like young audience. This is a film targeted at young children but of course addresses fears that some adults have not even learned to overcome. This film appeals to the kid in all of us because fear is something we have all faced and perhaps our biggest fears derived from when we were kids.

### **Build in Elements that Make it a Franchise:**

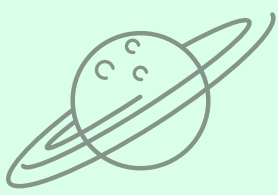
This film has every opportunity to explore different merchandise and really build a franchise. Space themed backpacks can be sold as well as Reggie's umbrella, Rashana's pink Saturn pin and telescope to name a few other options. This is a great way to get kids interested in space and wanting to always keep learning. Because this story is very open ended I envision spin off story books to be made about Reggie and his friends conquering many different fears everyone deals with. This leaves room for different elements to be added into the merchandising mix in the future.

### **Apply the Ever Cool Formula**

This film satisfies the audience's deep emotional need as it addresses something that every single human being deals with. While some may not be able to relate to Reggie's particular fear of space and the unknown, they can relate in a way of having to overcome something that once scared them and hopefully they became better one the other side of the situation. To make sure this story is kept up with the cultural trends I have decided to make the cast extremely diverse. While I do not think using ones culture as a trend, I made this decision because I believe it is something that is very important and I will make this movie as inclusive as it possibly can be.

### **Use Research to Optimize Decisions:**

I believe that many of children's fears and anxieties are looked over because there is a mentality that children's problems aren't real problems. As we grow older we develop “real” problems and suddenly think that the troubles young kids face everyday is so insignificant that we forget we were once just like them. Many children fear what they cannot understand or comprehend such as the dark, monsters, divorce, to name a few. Using space as Reggie’s fear I hope will teach children that there are very few things we should truly fear in this world and the things we cannot control should not be one of them.



# Franchise Elements

## **Key Ingredient #1: Craft Entertainment That Satisfies Audiences' Deep Emotional Needs**

This story absolutely satisfies the audiences' Deep emotional Needs by connecting them with something that everyone has. Whether they are reminded of it everyday or only every once in a while, everyone has fears. In this story, fears are put on blast and are worked through to create a healthy lifestyle. There is the fear that you have inside that connects you to Reggie but there is also the longing to help him get over his fear that connects you to the story and keeps you rooting for him throughout the film.

## **Key Ingredient #2: Include a Theme or Story That Is at Least Minimally Open-Ended Key**

This story is very open ended. While there is a definitive ending there is room for more stories to grow from this one idea. New characters can be added to create a group of friends that battles fears together. It could truly transform in so many ways while keeping true to the purpose and theme of Look Up, Reggie.

## **Ingredient #3: Create Characters Worth Emulating**

We have Reggie who is a very kind and quiet character who has a fear of space and the unknown. This is something that everyone can relate to, having a fear or being anxious about something that you have no control over. I hope that all audience members will be able to connect with me. He also learns from the help of his friend Rashana how to overcome that fear and we can all look up to Reggie in that way. Rashana spends her time helping Reggie grow through his fears instead of bullying him like all the other kids at school. That is how we should all strive to be like. Kind and understanding and willing to help each other instead of judging others for the way that they feel even if it seems irrational to us.

#### **Key Ingredient #4: Make It Vastly Playable**

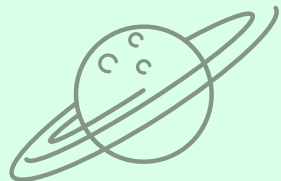
This story can transform in many ways which makes it extremely playable. From this story board games could be created where the object of the game is to get through all of Reggie's fear first to win! If turned into a video game, this story could really soar. Through video games kids could work to overcome Reggie's fear for each level which promotes critical thinking as well as problem solving skills. These games could teach children to overcome their fears and that with the help of others everything will turn out alright. Children wouldn't be just playing the characters, they would be playing the story which is extremely beneficial during developmental years.

#### **Key Ingredient #5: Create Fanciful, Exciting Environments**

While the actual setting of Look up, Reggie takes place in a small town the exciting environment element brought to the story is space itself. Throughout the animation there could be scenes of being in space and explaining how it all works. This is an exciting environment for any age group. Space is full of so many unknowns it will only make the environment more exciting and fanciful.

#### **Key Ingredient #6: Include Unique Iconography**

For this story a phrase that I see taking off and being put on many merchandising items would be "Look Up" because even if someone's fear isn't space this phrase encourages everyone to look up and face their fears head on. This phrase on a backpack, poster, sweatshirt, bracelet, would always remind the person to think logically and conquer their fears. This is also a subtle way to nod at the movie and story without having to have the characters displayed everywhere and even grown ups who love the story are able to represent the meaning behind the story without having to seem childlike.



# Timeline

## Stage 1:

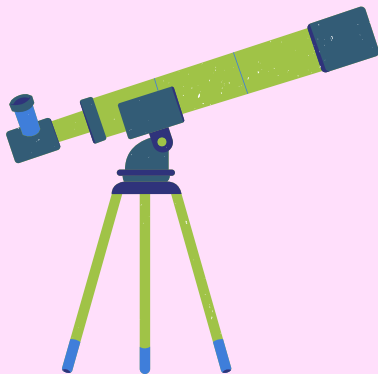
Look Up, Reggie will be released as a children's picture book.

## Stage 2:

Look Up, Reggie is made into a children's movie

## Stage 3:

Look Up, Reggie merchandise grand release



## Stage 4:

Look Up, Reggie short films release

## Stage 5:

Look Up, Reggie Video Game release

## Stage 6:

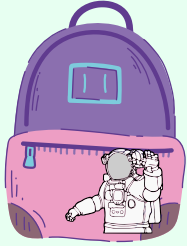
Look Up, Reggie TV show airs



# Synergy Map



# Merchandise Items



Space Themed  
Backpacks  
\$25

Ages 3+



Reggies Protective  
Umbrella  
\$10

Ages 3+



Rashana's Pink  
Saturn Pin  
\$5

Ages 3+



Kids Space  
Telescope  
\$35

Ages 3+



Space Themed  
Bedspread  
\$40

Ages 5+



Space Themed  
Bedspread  
\$5

Ages 5+



Space Themed  
Bedspread  
\$40

Ages 5+

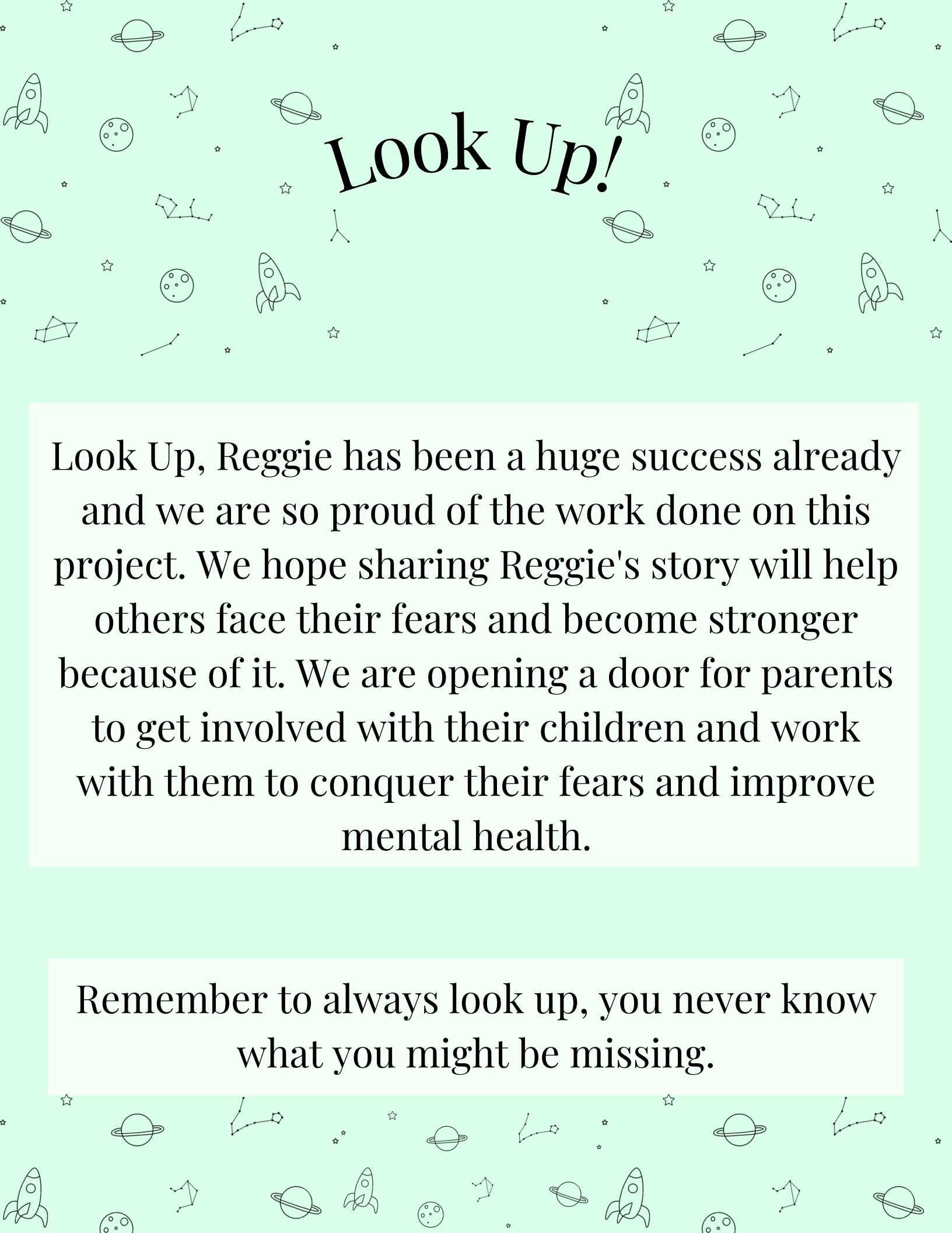


Space Themed  
T-shirt  
\$40

Ages 5+

## Other Merchandise Available

- Action Figures/Dolls
- Clothing Line
- Books
- Jewelry
- "Look Up" Stickers
- Pajamas
- Temporary Tattoos
- Birthday Party Accessories
- Drinkware
- Video Games
- Calendars
- Blankets
- Ornaments
- Head Wear
- Keychains
- Bath Toys
- Learning Tools
- Swim Wear



# Look Up!

Look Up, Reggie has been a huge success already and we are so proud of the work done on this project. We hope sharing Reggie's story will help others face their fears and become stronger because of it. We are opening a door for parents to get involved with their children and work with them to conquer their fears and improve mental health.

Remember to always look up, you never know what you might be missing.