

# Amen to Mendoza™

— ✦ —  
The Story of the Spark

✦  
RABBI MG STUDIO™  
— CASE STUDY SERIES —



01 — PROLOGUE



# One Authentic Moment Changed Everything.

A single authentic moment sparked an expanding Story World.

This is the story of how one speech inspired songs, films, conversations, community, and a new way of documenting meaningful moments in real time.



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THE HEISMAN MEMORIAL TROPHY

AWARDED ANNUALLY TO THE  
OUTSTANDING COLLEGE FOOTBALL PLAYER  
IN THE UNITED STATES BY THE  
HEISMAN TROPHY TRUST

# HEISMAN

02 — THE MOMENT



# A Speech That Felt Different.

Most people heard  
an acceptance speech.

Rabbi MG Studio™ saw  
the beginning of a Story World.



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# HEISMAN





# The Story Didn't End. It Began.

Instead of simply watching  
the moment...

Rabbi MG Studio™ responded  
by creating the first song.



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## AMEN TO MENDOZA





# One Story Became Many.

What began as a single tribute...

became an expanding Story World  
of songs, films, stories, and community.

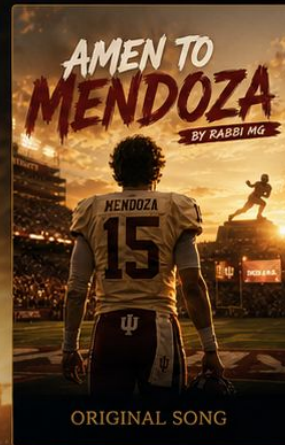
Different angles. Deeper meaning.  
One mission.

The story is just getting started.

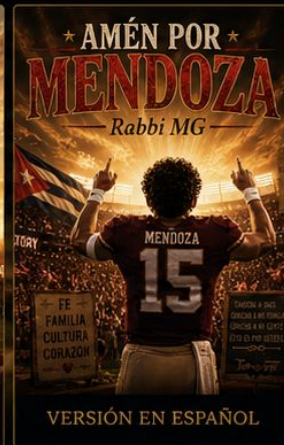


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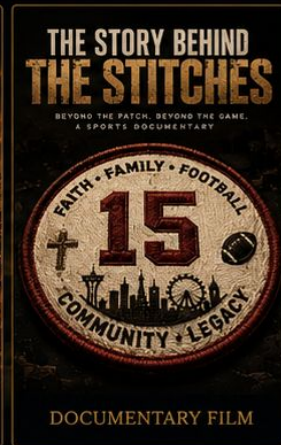
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ORIGINAL SONG



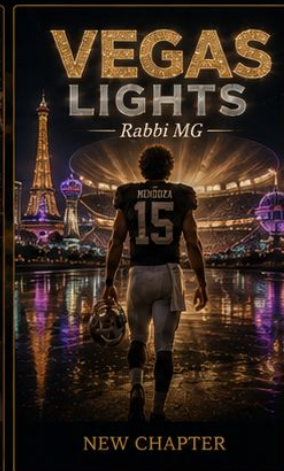
VERSIÓN EN ESPAÑOL



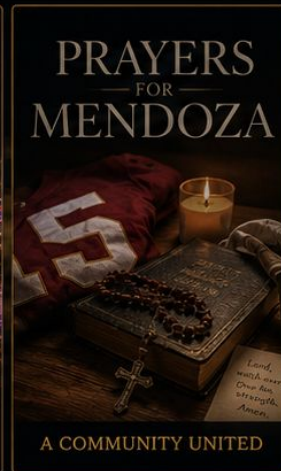
DOCUMENTARY FILM



THE STORYTELLER



NEW CHAPTER



A COMMUNITY UNITED



# I Wasn't Trying to Go Viral.

I was trying to preserve a moment that deserved to be remembered.

Fernando Mendoza's speech reminded me that some moments shouldn't disappear into yesterday's news cycle.

Instead of simply reacting, I began documenting the story through songs, films, artwork, documentaries, and conversations.

What began as one creative response became a new philosophy:

Meaningful moments  
deserve meaningful stories.

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## WHY I CREATED AMEN TO MENDOZA

THE STORY BEHIND THE SONG.  
THE HEART BEHIND THE STORY.

For my family.  
For my people.  
For every kid  
who's ever been  
told it's too  
far-fetched...  
Dream anyway.

OPENING SHOT  
Stadium Lights.  
Crowd. Energy.

FAMILY ROOTS  
Home Values.  
Where it started.

THE JOURNEY  
The climb.  
The setbacks.  
The faith.

THE MESSAGE  
Inspire the next  
generation.  
Play it forward.

### STORY IDEAS

- Songs
- Films
- Mini-Docs
- Artwork
- Community.

ONE STORY.  
MANY WAYS  
TO TELL IT.

### REMEMBER WHY.

- Not for applause.
- Not for likes.
- For purpose.
- For impact.
- For eternity.

AMEN.

Lord,  
Use those stories  
for something  
bigger than me.  
Amen.

FAITH.  
FOCUS.  
FINISH.  
THE STORY'S  
JUST BEGINNING.

AMEN TO MENDOZA.  
Script + Shot List

SCENE 1  
SCENE 2  
SCENE 3  
SCENE 4  
SCENE 5

EVERY MOMENT  
HAS PURPOSE.  
EVERY STORY  
HAS POWER.



# One Story. Many Expressions.

Every chapter asked to be told differently.

Some became songs.

Others became documentaries.

Some became visual essays.

Others became bilingual releases.

Every project explored a different angle  
of the same unfolding story.

Together they created something larger  
than any individual piece could accomplish.

“Every medium revealed  
another layer of the  
same story.”

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# The Story Didn't End With Me.

One song became thousands of conversations.

What began as a tribute to one athlete became something much larger.

People shared it with friends.  
Families watched it together.  
Fans from rival schools responded.

Parents, grandparents, coaches, pastors,  
and complete strangers began telling  
their own stories.

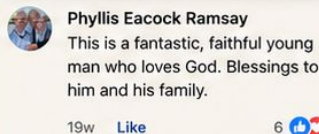
The Story World had become  
a shared experience.

- 3+ MILLION VIEWS
- THOUSANDS OF COMMENTS
- INTERVIEWS • RADIO • PODCASTS
- SHARED ACROSS COMMUNITIES

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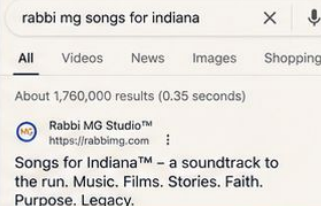


## “I ran out of tissues.”



Matt,  
My whole family watched this together.  
It opened up the biggest conversations  
about faith, purpose, and stepping up.  
Thank you for creating something  
that brings people closer.

— A Dad in Indiana



“The greatest measure of a story isn't how many people watch it...  
it's how many people begin participating in it.”



# The Story Became an Introduction.

The song opened conversations.  
The conversations created trust.  
The trust led to relationships  
I could not have planned.

What began as a tribute moved beyond  
the screen—into interviews, meetings,  
churches, campuses, community  
conversations, and the possibility of  
future collaboration.

**The real opportunity  
was never publicity.  
It was connection.**

“ A meaningful story  
can take you places  
a pitch never could. ”

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PHOENIX  
ARIZONA

BLOOMINGTON  
INDIANA

From: Jeremy Gray  
☑ IU Athletics  
To: Matt Goodman >  
Subject: Re: Songs for Indiana –  
Pilot Opportunity

Matt,  
Thank you for reaching out.  
Let's stay in touch about the  
possibility of featuring a song  
in Memorial Stadium.  
Go Hoosiers!  
– Jeremy

*Bloomington –  
next chapter.*





# I Couldn't Stop at One Story.

Creating *Amen to Mendoza* changed the way I thought about storytelling.

I realized I wasn't simply writing songs. I was building worlds where music, film, documentaries, books, community, and real people could all become part of the same story.

That realization became Rabbi MG Studio™. Not a production company.

A storytelling studio built to help people, organizations, schools, churches, sports teams, nonprofits, and communities discover, preserve, and share stories that matter.

Every project since has grown from that same idea.

One meaningful story can become an entire world.

“ I didn't create Rabbi MG Studio™ first. Rabbi MG Studio™ emerged because of the stories. ”

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# One Story Can Become an Entire World.

*Amen to Mendoza* began with a single song.  
But the story didn't want to stay in one format.

**It became music. Then films. Then documentaries.  
Then conversations. Then community.**

Then new opportunities to preserve stories that might otherwise have been forgotten.

That realization became the foundation for **The Story World Ecosystem™**—a creative framework where one authentic story can grow into an interconnected world of music, films, books, documentaries, live experiences, educational resources, podcasts, community engagement, and future collaborations.

Every Story World begins the same way.

**With one story worth telling.**

“ *The best stories aren't expanded because they're marketed. They're expanded because people care.* ”

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ONE STORY. ENDLESS POSSIBILITIES. ETERNAL IMPACT.



# Every Organization Has Stories Worth Preserving.

Amen to Mendoza was never meant to be a one-time project. It became proof that authentic stories can inspire people, strengthen communities, and create lasting impact.

The same storytelling framework can be adapted for universities, churches, nonprofits, schools, sports organizations, businesses, museums, veterans, families, and community initiatives.

**Every organization already has remarkable stories.  
Many simply haven't been told yet.**

Rabbi MG Studio™ exists to help uncover them—  
and transform them into Story Worlds that educate,  
inspire, preserve history, and bring people together.

“Your greatest story may already exist.  
It simply hasn't been told  
the right way.”

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# What Story Could We Tell Together?

Amen to Mendoza™ began with one football player. But the framework was never about football. It's about discovering meaningful stories... ...and transforming them into songs, films, books, educational experiences, community initiatives, and Story Worlds that inspire people long after the moment has passed.

## Whether you're...

- |                                                                                              |                                                                                                         |
|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
|  a university |  a sports organization |
|  a church     |  a museum              |
|  a nonprofit  |  a business            |
|  a school     |  a family              |

...your story may already exist.  
It simply needs someone to help tell it.

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“

*Stories have the power  
to unite, to inspire,  
and to build a legacy  
that outlives us all.*

”



— YOUR STORY. OUR CRAFT. ETERNAL IMPACT. —



# One Story Became a Framework.

Amen to Mendoza™ wasn't created by following a template.  
It became the template.

Through this journey, I developed a repeatable storytelling process that helps organizations uncover meaningful stories and transform them into lasting creative ecosystems.

Whether the subject is a university, church, nonprofit, sports organization, museum, business, or family legacy, the process remains remarkably consistent:



“ Every Story World begins with one authentic story. ”

— Rabbi MG Studio™

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# Every Great Movement Begins With One Story.

Every organization carries stories that shape its identity.

Some are celebrated.

Many are forgotten.

Others have never been told.

Rabbi MG Studio™ exists to help uncover those stories...

...and transform them into Story Worlds that inspire people,  
strengthen communities, preserve history,  
and leave a lasting legacy.

The next story could be yours.

“ *The greatest stories aren't invented.  
They're discovered.* ”

— Rabbi MG Studio™

RABBI MG STUDIO™

— STORY WORLDS™ —

*Stories Worth Preserving.*

