

SONGS FOR INDIANA™

*How One Season
Became a Story World*

A Rabbi MG Studio™ Case Study



PROLOGUE



A Season Became a Story.



Some seasons are remembered for their victories.
Others because they changed people.



STORIES



PEOPLE



LEGACY



INDIANA

“

*The best stories aren't created.
They're discovered.*

”



*It's not just about football.
It's about the stories that last.*





The First Sign



Every Story World begins with someone noticing what others might overlook.

The transformation began long before the headlines.

Listening to Coach Curt Cignetti,
there was a quiet confidence.
His words reflected belief, discipline, purpose.

Something deeper was taking shape.

Before the songs.
Before the films.
The story had already begun.

The first responsibility of a storyteller
is to recognize it.

“

*Before there was music,
there was belief.*

”



Every Story World begins with someone paying attention.





One Song Led to Another.



The project didn't begin with a plan.
It began by paying attention—
and following where each story led.

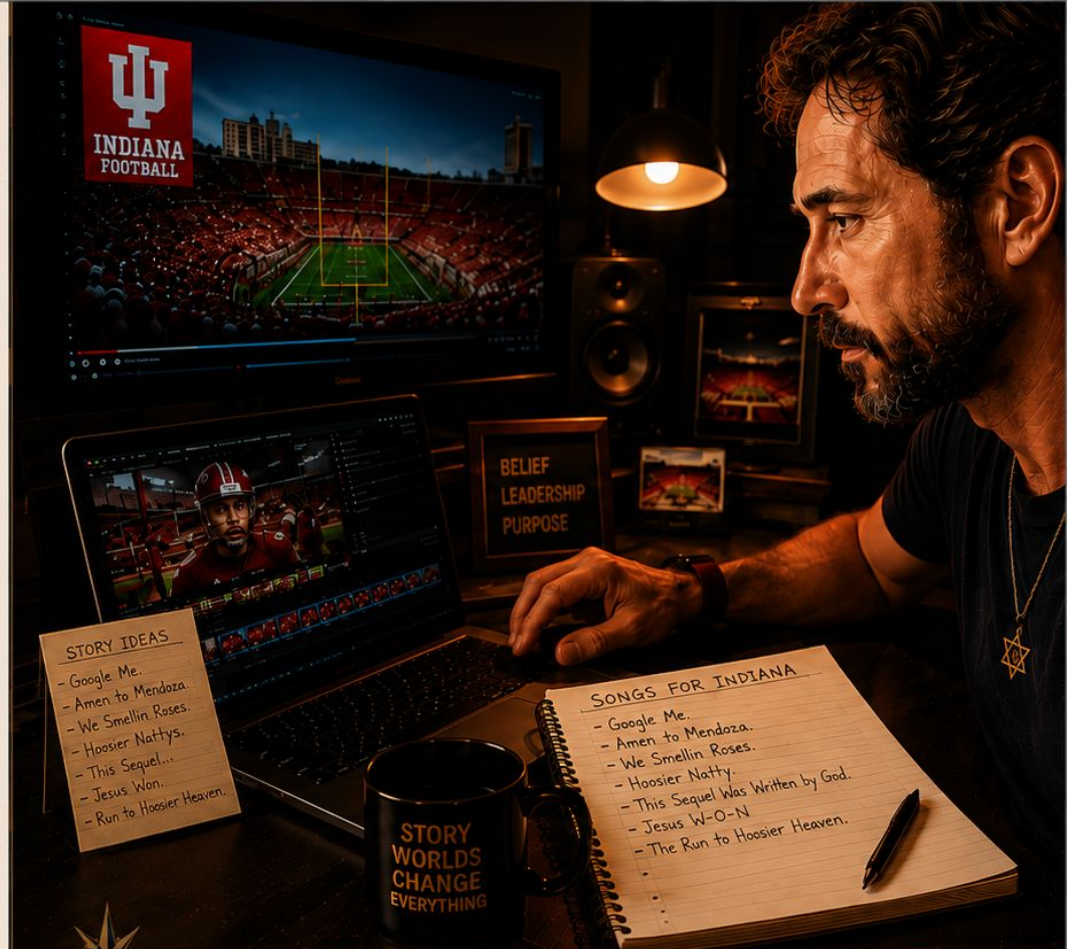
One unexpected moment became the first song.
One song led to another.
Soon every story pointed somewhere unexpected.

Then I realized—
I wasn't just writing songs.
I was documenting a Story World.

“

*Every song revealed
the next chapter.*

”





The First Spark



One speech changed everything.
The first song was born.

I had watched. I had listened.
Then one moment cut through the noise.

It wasn't just his performance.
It was his humility.
It was the heart of a young quarterback
named **Fernando Mendoza**.

His words revealed something deeper—
his humility, his gratitude, his joy.
It made me stop and listen.

Then came his **Heisman** speech.
That was the moment everything changed.

“

*Sometimes one genuine voice
is enough to begin an entire Story World.*

”



Amen to Mendoza™

A SONG OF GRATITUDE, FAMILY & FAITH



*His humility.
His gratitude.
His faith.
His family.
His words
became a song.*

HEISMAN



Amen to Mendoza™

One Heisman speech.

One song.

The first chapter of a bigger Story World.



FAITH



FAMILY



GRATITUDE



HUMILITY



LEGACY

Fernando Mendoza accepted the Heisman.
He spoke about gratitude, faith, family—
and the One who made it possible.

His words stayed with me.

I built the song from that moment—
the heart, the themes, the message.

Amen to Mendoza™ became the first story
inspired directly by what I witnessed.

“

Gratitude spoke.
A song was born.
A Story World began.

”

NOT JUST A SPEECH.

*A message.
A movement.
A moment.
This is where
the Story World
began.*

Heisman Speech Themes

- Gratitude
- Faith
- Family
- Belief
- Humility



Then It Happened Again.



One song became another.
Then another.
Then another.

Week after week, the stories came.
Unexpected moments.
Unforgettable stories.
It never stopped.

That's when I realized—
I wasn't documenting a season.
I was documenting a movement.

Every story became another song.
Every week revealed another chapter.

WHAT I REALIZED:

*I wasn't chasing
stories.
The stories
were being
revealed to me.*

“

*The songs weren't planned.
The season was writing them.*

”





It Was Never Just About Football.



Looking back, I realized there was another story unfolding beneath the scoreboard.



FAITH



FAMILY



HOPE



LEADERSHIP



GRATITUDE



RESILIENCE



COMMUNITY

These weren't ideas
I was trying to force
into the music.
They were already there.

The season wasn't
just producing
victories.
It was revealing stories
worth preserving.

Every song became
another window
into something much
bigger than football.

“

*The scoreboard told one story.
The people told another.*

”





FEATURED ON
The Smiley Morning Show



INTERVIEW ON
Indiana Sportsbeat Radio



Nita Kenemer

Indeed, a QB with Faith! His eyes and his smile reveal a heart of Gold! Well done Fernando! Carry on!

19w Love Reply

125



Aliv Fer

Longhorns fan but his speech just made me tear up. This kid knows where he came from, the struggles as a quarterback he had to endure and the family that was always there for him every step of the way.

19w Like Reply

34

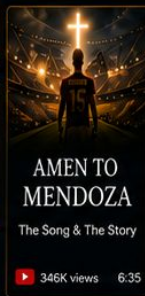


Patty Bailey Regan

I love him. The love he has for his mother is absolutely beautiful.

19w Like Reply

94



7M+
Combined
Video Views



16K+
Followers &
Subscribers



Thousands
of Comments

ACROSS PLATFORMS



Songs were released.
People listened.



Players shared.
Radio played.
Podcasts invited.



Conversations spread.
Stories began.



Not about football—
about faith, perseverance,
gratitude, family, hope.



The Story Found an Audience.

*The songs stopped being personal projects.
They became public conversations.*

“

*Stories grow when people
see themselves inside them.*

”



The Story World Revealed Itself.

Every new song
led somewhere unexpected.



SONGS
Led to films.



INTERVIEWS
Led to conversations.



CONVERSATIONS
Revealed themes.



COMMUNITY
Found each other.



The Story World Revealed Itself.

*One story. Many doors.
All leading back to what matters.*



Songs opened doors.



Conversations built connection.



Themes emerged.



A community came together.



What mattered most
rose to the surface.



“

*The Story World wasn't invented.
It revealed itself one story at a time.*

”



*A repeatable storytelling framework
with limitless potential.*



One Story World Became a Blueprint.



*What began as one season
revealed a repeatable storytelling framework.*



Songs for Indiana™ was just the beginning.



The songs became films.
The films inspired conversations.



Conversations built community.
The community sparked new stories.



Stories connect us.
They create what's next.

“

*The best stories don't end.
They create worlds where
new stories can begin.*

”





POSSIBILITY
WITHOUT
LIMITS



FAMILY



FAITH

LEGACY

Every Community.
Every Story.

Every Life
Matters.



EDUCATION



SPORTS



SERVICE



HEALING



CREATIVITY



HISTORY



HOPE



CHAPTER TEN

What If Every Community Had Its Own Story World?



*Songs for Indiana™ wasn't the destination.
It was the prototype.*



Every community
carries stories worth preserving.



The songs became films.
The films inspired conversations.



The conversations built community.
The community created new stories.



That pattern can live anywhere.
For every school, church, town,
team, and generation.



“

*The greatest Story World isn't
the one we created.
It's the one waiting to be discovered.*

”



STORY WORLD
FRAMEWORK™

ONE FRAMEWORK.
UNLIMITED STORY WORLDS.



From One Story World to Many.

A repeatable framework for discovering, creating, and preserving stories that matter.

One proven framework.
Any community.

Limitless possibilities.

“ When a community discovers its story...
It discovers its future. ”





It All Started With One Story.



*Every Story World begins the same way.
Someone chooses to listen.*



LISTEN

One speech.
One spark.



WAIT

The songs
came later.



PEOPLE

The stories
spread.



COMMUNITY

The world
connected.



LEGACY

That's where
every Story
World begins.

“

*The world doesn't need more content.
It needs more people
willing to listen.*

”

Rabbi MG

Creator

Rabbi MG Studio™

