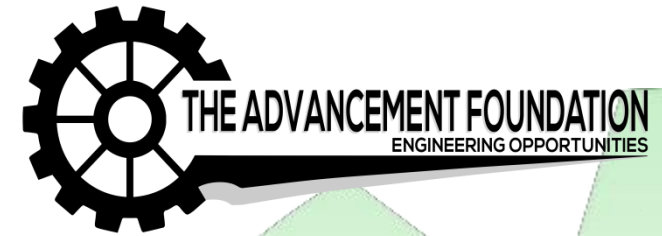


RUDY'S GIRL MEDI*A*



RUDY'S GIRL MEDIA

2022 Alumni of the GAUNTLET

“The GAUNTLET was really a rebirth of my business, and I'm forever grateful.”

– Natalie Hodge, Owner

Let Us Help Ignite YOUR Future By Connecting the Pieces

After years of experience in “the industry,” Natalie Hodge wanted to do what she loved from her hometown of Martinsville, VA. So, Rudy’s Girl Media began. Natalie and her team were creating short films and other media content but were limited and impacted by the pandemic.

Natalie was encouraged to be part of the GAUNTLET, which sparked new insights and resources for Rudy’s Girl Media. Natalie’s team was able to purchase, renovate, and now operate full-time out of the new RGM Studios in Martinsville. With GAUNTLET prize money, they purchased equipment needed to furnish their production studio including professional camera equipment, green screen, production lighting, office and screening furniture, editing software, high performance computers, a projector, and surround sound system.

WE CAN HELP GET YOU THERE

Envision - Engage - Accelerate



WHERE IT STARTED

- Natalie Hodge started Rudy's Girl Media in 2016 but was limited in what she could accomplish locally.
- She produced her first Martinsville-based short film in 2019, but her momentum was stunted by the pandemic.
- Natalie met Kathy Deacon, who encouraged her to participate in The GAUNTLET, but she was unsure if she could fully commit to all the classes.

WHAT HAPPENED

- Natalie signed up for The GAUNTLET 2022 where she examined all aspects of her business (what was working and what wasn't).
- Her GAUNTLET winnings (\$20K in cash and more in awards) opened many doors, and they allowed her to expand her operation into a business space in Martinsville and purchase equipment.

WHAT NOW & NEXT

- Since the GAUNTLET, Natalie has:
- Hired two full-time staff to assist with production needs, salaries include health benefits.
 - Secured sponsorships for season 2 of Hometown Hustle from a total of 30 businesses, organizations and individuals.
 - Garnered new contracts, publicity, and connections to resources.
 - Created new logos for RGM and RGM Studios.