

January 13, 2015

Re: Mary E. Haverstick, Objection to Use of Image

Dear Mr. Ross and Mr. Zaslav:

This law firm represents Mary E. Haverstick. As you may know, Ms. Haverstick is one of the founders of The Respect Amish and Lancastrians Against Amish-Sploitation Films & TV Shows grass roots movement centered in Lancaster County, Pennsylvania. The Respect Amish movement vigorously objects to the portrayal of the Amish in the fictional, scripted Discovery Channel TV shows, such as The Amish Mafia. These shows present a picture of the Amish that is completely opposite of Amish faith and values. The Discovery Channel and Discovery Communications should immediately stop airing these shows to salvage what remains of their reputation, and to stop any further damage to the perception of the Amish by the viewers of these shows.

Ms. Haverstick reports that there have been attempts to film and record her for the show. For example, Ms. Haverstick was approached by Amish Mafia actors at the screening of one of her films on the evening of November 21, 2014, at the Equus Film Festival at The MIST Harlem Theatre in New York City. This is consistent with the comments of Stephen Breit, a Lancaster lawyer who appears in the show, in the October 8, 2014, issue of the Lancaster Newspapers, in which he is quoted as stating, "We're going to tackle the issue of negativity by not only Mary Haverstick, but also from the Tourist Bureau as well as the negativity displayed by Lancaster Newspapers."

Please be advised that Ms. Haverstick strongly objects to the use of her image or voice in any Discovery Channel/Discovery Communications shows such as The Amish Mafia.

Discovery Channel and Discovery Communications, and any affiliates or related production companies, have not obtained any authorization or release in connection with the making, distribution, exhibition, advertising or exploitation of Ms. Haverstick's image and likeness. In addition, it did not obtain a location authorization or release from the Equus Film Festival or The MIST Harlem Theatre.

In the event the Discovery Channel and/or Discovery Communications uses photographs or pictures of Ms. Haverstick's image or likeness in any Amish Mafia episodes, or similar programs, Ms. Haverstick fully intends to exercise her rights and take appropriate legal action.

We trust this will not be necessary.

Sincerely,

Kevin M. French  
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