

October 12, 2012

Governor Mitt Romney
c/o Romney for President
P.O. Box 149756
Boston, Massachusetts 02114-9756

Governor Romney:

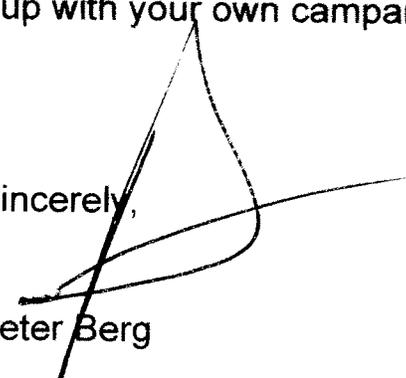
I created the TV show "Friday Night Lights" and came up with the phrase "Clear Eyes, Full Hearts, Can't Lose."

I was not thrilled when I saw that you have plagiarized this expression to support your campaign by using it on posters, your Facebook page and as part of your stump speeches. Your politics and campaign are clearly not aligned with the themes we portrayed in our series.

The only relevant comparison that I see between your campaign and "Friday Night Lights" is in the character of Buddy Garrity – who turned his back on American car manufacturers selling imported cars from Japan.

Your use of the expression falsely and inappropriately associates "Friday Night Lights" with the Romney/Ryan campaign. Mitt, we all wish you and your family all the best. We are grateful for your support of our beloved show, but we are not in any way affiliated with you or your campaign. Please come up with your own campaign slogan.

Sincerely,


Peter Berg