



Daron Keet, Partner / DNA Mitigation

White-Collar Crime **Sentencing Mitigation Video** Specialist

daronkeet@mac.com / (310) 430-2368

At DNA Mitigation we create videos for Federal judges, to help defendants in their darkest hour. We care about good people who've made a mistake that they regret. We understand the consequences of an unexpected home visit by FBI agents. It's a nightmare of a wake-up call families never forget.

You may wonder why an American Society of Cinematographers member ends up making mitigation videos. Why make videos viewed by one Federal judge, whereas superbowl ads are viewed by millions? I spent years illuminating the faces of Hollywood actors. Then discovered how much I could help ordinary people facing their darkest hour.

Leading white-collar crime defense attorneys onboard us early. Testament to the quality of our interview discoveries. Our defense teams are experts in analysis of facts relating to law. Our mitigation team are experts in humanizing a defendant to a judge. While our defense council focus on punching holes in the prosecution's version of the crime. We focus on giving meaning and context to the events that led up to the crime. We do a lot of the heavy lifting. Research, pre-interviews, and then scheduling our final handpicked interviews. As storytellers we edit hours of footage into coherent, relevant narrative arcs. Attorneys send us feedback until our stories are worthy of Federal judges' time. Our videos communicate with clarity and to the point. Through advocacy, our videos play a role in propelling pretrial or pre-sentencing litigation strategy. Our work helps defense teams reframe government conduct statements for shorter sentences. We also inspire ideas for negotiated dispositions for the most favorable outcomes.

From prior results we know what narratives elicit judicial leniency. We use established precedents for consistent success. Our track record is not hyperbole; it's data-driven, public records. Our rate of success computes to 80% better than the lowest sentencing guidelines. And our probation success is often phrased as **'another miracle.'** We couldn't agree more: mitigation videos done right manifest in outcomes beyond words.

Our successful advocacy in the United States v. Mendlowitz video was our landmark case. Attorneys don't like to put defendants on the stand, it's too big of a risk. Up until that case, our defense attorneys only considered use of video testimonies from defendants' friends, family or community members, doctors, or clergy. Everyone had a voice but the defendants themselves. In this video, Mr. Mendlowitz self-advocated his remorse to the judge; we put him "on the stand" so to speak. Unlike in a trial, video stories are immune to cross-examination. Not to mention a safety net: our defense attorneys could walk back anything said, through our final video edit.

That interview probed Mr. Mendlowitz's childhood trauma, enacting more than compelling content for a judge. Our in-depth interview technique often results in breakthrough therapy. Trapped trauma spoken out enables clients to at last self-repair and begin their emotional healing. Our Mr. Mendlowitz video garnered immense judicial compassion, showing our defendant as more than his mistake. The prosecution was seeking 14 years. Mr. Mendlowitz was released two months into his one-year sentence. I celebrated that day like it was my freedom too.

The tone of that video became our template for how best to help judges make fair decisions. We help clients accept responsibility for their actions and show remorse. Demonstrate to Federal judges that they would never reoffend. The judge deeply felt Mr. Mendlowitz's closing words in our video: *"This deep sadness. This remorse. This ultimate failure. And I don't live my life hurting people, hurting customers. I have to repair. I'm inspired **to never, ever feel this pain again.** And never be responsible for people being hurt again."* I, Daron Keet, as a video mitigation specialist, am inspired to help good people who've made a mistake they regret - **to never, ever feel this pain again.**