

# GOOD KARMA BRANDS

## **Veteran NFL and Cleveland Browns Beat Writer Tony Grossi Joins ESPNCleveland.com and ESPN 850 WKNR**

**(CLEVELAND)** March 12, 2012 – Good Karma Broadcasting, LLC announced today that veteran pro football writer and analyst Tony Grossi has joined the company to cover the Cleveland Browns full-time for ESPNCleveland.com, ESPN 850 WKNR and 1540 KNR2.

Grossi, who covered the Browns for 28 years as beat writer with The Plain Dealer, will contribute to WKNR programming year-round and be a full-time analyst on air and for ESPNCleveland.com. As NFL and Browns analyst, his coverage will include articles, previews and game stories, blogs, podcasts, and his popular, interactive “Hey Tony” column, which answers Browns’ questions from fans with humor and a distinctive edge.

“We are thrilled to have Tony join our team,” said Keith Williams, ESPN Cleveland General Manager. “He is one of the most respected football beat writers in the country and is the authority on the Cleveland Browns. Bringing Tony on board advances our commitment to bring Cleveland sports fans the best sports entertainment and information on a variety of platforms.”

Grossi has covered the Browns since the last vestiges of the Kardiak Kids’ era, through the Bernie Kosar multiple playoff run and the controversial Bill Belichick years. He chronicled the move of the old Browns franchise to Baltimore and the rebirth of the new one through expansion. Through it all, Grossi established himself as a Browns authority, blending solid reporting and analysis with strong opinions

“I am proud and excited to join the team at Good Karma,” Grossi said. “This is an amazing opportunity for me, and I am looking forward to taking Browns coverage into the new digital era at ESPNCLEVELAND.com.”

Good Karma CEO Craig Karmazin said: “Tony brings a passion to Browns coverage and shares a connection to the team’s fans that I have never seen in a beat reporter. The Browns are the number one priority for our fans and Tony is their most trusted voice for information and analysis.”

Grossi has won numerous writing awards at the local, state and national levels. His story of the derivation of the West Coast offense recently was cited among the 10 best in explanatory reporting in the Associated Press Sports Editors 2011 writing contest. He has been a voter on the Pro Football Hall of Fame selectors committee for more than 12 years and is the author of, Tales From the Browns Sideline. Grossi also has done Browns analysis for SportsTime Ohio and WKYC Channel 3.

Born in Cleveland, Ohio, Grossi graduated from Ohio University in 1979. His career at The Plain Dealer began upon graduation. He covered numerous sports before taking over the Browns beat in 1984. Grossi is married to Carolyn Grossi, an entrepreneur and public relations specialist. They have two children.

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To arrange an interview with Tony, please call or email [tgrossi@espn-cleveland.com](mailto:tgrossi@espn-cleveland.com)

## **About Good Karma Broadcasting LLC**

ESPN 850 WKNR, 1540 KNR2, and ESPN-Cleveland.com are owned by Good Karma Broadcasting, LLC. Good Karma Broadcasting owns and operates eleven radio stations and six websites in Ohio, Wisconsin, Illinois, and Florida. In addition, it owns three destination entertainment properties outside of Lambeau Field and will be executing the inaugural Wisconsin Sports Awards on May 10, 2012.