

PRESS KIT

THE ILLUSION OF JUSTICE

THE GREED, POWER, AND BETRAYAL BEHIND THE NFL CONCUSSION SETTLEMENT



THE HEADLINES FADED. | THE CONSEQUENCES DID NOT.

PRESS KIT

THE ILLUSION OF JUSTICE

Craig Mitnick

Trusted Insider. Advocate for Fairness. Unexpected Witness.

For interviews, features, podcasts, television, radio, op-eds, speaking inquiries, and book coverage.



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Publisher	Rockwater Media LLC

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1.Quick Positioning Summary

ONE-SENTENCE DESCRIPTION

The Illusion of Justice is a firsthand insider account of the greed, power, and broken promises behind the NFL concussion settlement - told by an attorney who represented more than 1,400 retired NFL players and saw what happened after the headlines faded.

Core Positioning

- **Category:** Narrative nonfiction / legal and sports / institutional power / brain health.
- **Primary hook:** The public saw the settlement. Craig saw the aftermath.
- **Author position:** Trusted insider, measured truth teller, advocate for fairness, and witness to a larger story.
- **Campaign tone:** Serious, cinematic, emotionally intelligent, credible, and never sensational.
- **Strategic frame:** This is not anti-football. It is about loving the game enough to demand honesty and responsibility. The story of 21,000 men.

Primary Message

The Illusion of Justice is not book about football. It is a cultural accountability story, an insider narrative, a legal and emotional chronicle, and a firsthand witness account of what happens when institutions protect themselves before the people who trusted them.

2. Book Fact Sheet

Field	Information
Title	The Illusion of Justice
Subtitle	An Insider Account of the Greed, Power, and Broken Promises Behind the NFL Concussion Settlement
Author	Craig Mitnick
Publisher	Rockwater Media LLC
Category	Narrative nonfiction; sports; law; institutional accountability; brain health
Formats	Hardcover / paperback / ebook
Publication Date	June 8, 2026
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Field	Information
Page Count	(210)
Price	(Hardcopy \$26.99) (Paperback \$16.99) (ebook \$19.99)
Purchase	[(Amazon; Barnes & Noble; craigmitnick.com, Illusionofjusticestory.com; independent bookstores)
Media Contact	[Craig Mitnick, craig@craigmitnick.com ; 856-606-9500]
Related Nonprofit / Awareness Site	BRAINAMERICA.ORG: Today, more than 57 million people worldwide are living with dementia , with nearly 10 million new cases diagnosed each year . That number is projected to exceed 150 million globally by 2050 . Brainamerica.org exists to provide positive momentum into outcomes—answers for families, dignity for patients, support for caregivers, and ultimately cures for devastating neurological disease.

3. About the Book

Short Description

The Illusion of Justice is a firsthand account of the greed, power, and broken promises behind the NFL concussion settlement. Told from inside the legal process by Craig Mitnick, an attorney retained by more than 1,400 retired NFL players, the book reveals the private human cost that continued long after the headlines faded. It is a story about football, law, brain injury, institutional power, and what happens when the promise of justice collides with the machinery of self-protection.

Long Description

I did not set out to write a book. I set out to tell the truth. The Illusion of Justice follows Craig Mitnick through one of the most consequential sports litigations in American history, from player families seeking answers to the legal and institutional power structures that shaped the outcome. It moves through courtrooms, conference calls, kitchen tables, hospital rooms, and the private aftermath of a settlement the public thought had closed the story. The book is not anti-football. It is a moral investigation into promises, silence, accountability, and the human cost hidden behind negotiated justice.

What Makes the Book Different

- It is told from inside the legal and human aftermath of the NFL concussion litigation.
- It connects courtrooms, settlement narratives, player families, and long-term consequences.
- It is not only about the NFL. It is about institutional accountability when profit, image, and finality become more important than people.
- It gives media a timely NFL-season angle with broader appeal to law, health, ethics, corporate accountability, and documentary audiences.

4. About Craig Mitnick

Short Bio

Craig Mitnick is a lawyer, entrepreneur, writer, and advocate best known for representing more than 1,400 retired NFL players in the landmark NFL concussion litigation. His work placed him at the intersection of football, law, brain injury, player families, and institutional accountability. In *The Illusion of Justice*, he tells the human and legal story behind the public settlement headlines and the private consequences that followed.

Full Bio

Craig Mitnick is a lawyer, entrepreneur, writer, and advocate whose career has spanned high-stakes litigation, media analysis, technology ventures, and advocacy for people whose voices are too often unheard. He is best known for representing more than 1,400 retired NFL players in the landmark NFL concussion litigation, the largest number personally retained by any attorney in the case. His work placed him at the intersection of law, football, brain injury, player families, and institutional accountability.

Mitnick received his BBA from Emory University and his law degree from The George Washington University. He has served as an on-air legal analyst and contributor for major media networks and has built ventures focused on access, rights, and accountability. Through *The Illusion of Justice* and the brain health/accountability movement connected to BRAINAMERICA.ORG, he is focused on telling the human story behind the NFL concussion settlement and advancing education, awareness, and responsibility around brain health and institutional power.

Public Identity for Interviews

Position Craig As	Avoid Positioning Craig As
Trusted insider	Bitter former participant
Measured truth teller	Angry critic
Advocate for fairness	Sensationalist
Calm witness to a larger story	Self-promoter
Bridge between players/families and institutional power	Overly technical lawyer
Someone who saw the public narrative and private consequences	Someone attacking football itself

5. Why This Story Matters Now

Football returns every season, but the consequences for many former players and families never left. That is why *The Illusion of Justice* is not simply a retrospective. It is a timely conversation about institutional accountability, brain health, legal finality, and the difference between public closure and private suffering.

- The NFL remains one of the most powerful cultural institutions in America.
- The concussion crisis continues to raise questions about player safety, brain health, and long-term responsibility.
- The settlement may look complete on paper, but many families continue to live with the aftermath.
- The book gives media a human, legal, and cultural angle that fits football season, legal commentary, health coverage, and investigative storytelling.
- The broader issue extends beyond football: what happens when corporate power prioritizes finality and image over human well-being?

KEY FRAME

Do not let numbers trick you. The question is not only how much money was announced. The real question is how many lives were actually made whole.

6. Story Angles for Media

Angle	Producer / Journalist Hook
The settlement after the headlines	The public saw a settlement. What did retired players and families live with afterward?
Corporate America and human cost	What happens when institutions protect image, money, and legal finality before people?
The NFL season accountability conversation	Football is back, but so are unanswered questions about player safety and responsibility.
The numbers versus the people	Reports can make settlements look successful. Numbers can also hide who was left behind.
Brain health and families	The consequences of football-related brain injury are often lived privately by spouses, children, and caregivers.
Legal ethics and mass settlements	What does justice mean when a settlement creates closure for institutions but leaves some people feeling abandoned?
Not anti-football	How fans can love the game while still demanding honesty, accountability, and long-term care.
Documentary/series potential	The story has courtroom, locker room, family, and institutional power dynamics built for long-form media.

7. Interview Topics and Sample Questions

Best Interview Topics

- What the public misunderstood about the NFL concussion settlement.
- The difference between settlement numbers and lived reality.
- The human side of retired players and families after the cameras left.
- Why legal finality can feel different from justice.
- How Craig moved from believer in the process to witness of its consequences.
- Why the book is not anti-football but pro-accountability.
- What other industries can learn from the NFL concussion settlement story.
- How BRAINAMERICA.ORG and brain health awareness connect to the book's mission.

Sample Interview Questions

- What made you decide this story had to be told now?
- What did the public misunderstand about the NFL concussion settlement?
- You represented more than 1,400 retired NFL players. What did that give you access to that others did not see?
- What do you mean when you say the settlement ended headlines but not suffering?
- Who do you believe benefited most from the settlement?
- How do you respond to people who say the settlement has paid out significant money?
- Why is the issue of CTE so important to this conversation?
- Are you anti-football?
- What do you want fans to understand when they watch games today?
- What can other powerful institutions learn from this story?
- What role do families play in the book?
- How does BRAINAMERICA.ORG connect to the broader brain health and accountability mission?

8. Sound Bites and Pull Quotes

- The settlement ended headlines, not suffering.
- The public saw the settlement. They did not see the aftermath.
- Numbers can also hide people.
- Some victories look different behind closed doors.
- A player cannot rewind his life ten years later and ask for a different deal.
- Glory on Sundays can hide suffering on Mondays.
- This is not about attacking football. It is about loving the game enough to demand honesty and responsibility.
- Power prefers silence until truth becomes unavoidable.
- Legal closure is not always the same thing as justice.
- The question is not only how much money was announced. The question is how many lives were actually made whole.
- I wrote it because the public story was incomplete.
- The book tells what happened after the cameras left.

9. Tough Questions and Answer Frames

Question	Answer Frame
Are you just profiting from controversy?	This was never about controversy. It was about documenting an important chapter that affected real families and still carries lessons today.
Why now?	Because the issues never ended. Football returns every season, but many people are still living with what happened years later.
Are you anti-football?	Not at all. This is about loving the game enough to demand honesty and responsibility.
Why should average fans care?	Because whenever institutions place image above people, it affects everyone - not just athletes.
Hasn't the settlement helped many players?	The issue is not whether some people received benefits. The issue is whether the public numbers tell the whole human story and whether the system delivered justice for everyone it promised to help.
Why focus on CTE?	Because CTE sits at the center of what many families fear most and what many players cannot go back and renegotiate once their condition worsens.
Are you revealing confidential information?	The book is built around my experience, public issues, and the human consequences of the process. It is being handled carefully and responsibly.
What do you want the NFL to do?	At minimum, institutions should be honest about consequences, transparent about systems, and accountable to the people who built their success.

10. Suggested Host Intro and Producer Notes

Suggested Host Intro

Our guest today is Craig Mitnick, attorney and author of *The Illusion of Justice*. Craig represented more than 1,400 retired NFL players in the landmark NFL concussion litigation. His new book takes readers behind the public settlement headlines and into the private aftermath for players and families who continued to live with the consequences long after the cameras left. The book asks a difficult question: when powerful institutions announce closure, who actually receives justice?

Producer Notes

- Craig is best framed as a calm insider witness, not an angry critic.
- Strongest segments connect football season to accountability, brain health, corporate power, and the human cost after the headlines.
- Best emotional line: The settlement ended headlines, not suffering.
- Best debate question: Who really benefited from the settlement?
- Best viewer hook: Do not let the numbers trick you.
- Avoid overly technical legal framing in short segments; use human consequences first, legal structure second.

11. Available Media Assets (available for download on craigmitnick.com)

Asset
High-resolution author headshot
Book cover image
Book trailer / video clip
Press release
One-page sell sheet
Endorsements / blurbs
BRAINAMERICA.ORG information

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