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SANDY GROSSMAN TO RECEIVE 2026 PETE ROZELLE RADIO-TELEVISION AWARD

LONGTIME FIXTURE AT CBS & FOX WON EIGHT EMMY AWARDS,
DIRECTED CHAMPIONSHIPS ACROSS MULTIPLE PRO SPORTS

CANTON, OHIO – **Sandy Grossman**, an eight-time Emmy Award-winning director of sports programming, has been selected to receive the **2026 Pete Rozelle Radio-Television Award** from the Pro Football Hall of Fame.

Grossman led network coverage of 10 Super Bowls, 18 NBA Finals, five Stanley Cup Finals and multiple Olympic Games' opening and closing ceremonies. He becomes the first winner of the Hall's Rozelle Award whose primary duties came as the director of TV sports event coverage.



"The Hall of Fame each year recognizes the contributions and impact of an individual to professional football through television and radio, and Sandy Grossman set the standard for broadcast directors," said **Jim Porter**, president & CEO of the Hall of Fame. "This award reflects Sandy's indisputable legacy on television, his passion for sports broadcasting and the innovations he brought to telecasts – many that remain fixtures to this day. With today's media landscape, it seems unlikely anyone will surpass his 10 Super Bowls as director."

Grossman will be honored during the 2026 Enshrinees' Gold Jacket Dinner presented by Haggard in downtown Canton on Friday, Aug. 7. The dinner is part of Pro Football Hall of Fame Enshrinement Week presented by Novartis that includes the enshrinement of the Class of 2026.

Porter delivered the news to Grossman's son, **Dean**, during a phone conversation Dean later called "the greatest call I could have received."

"Thank you to the Pro Football Hall of Fame for recognizing my father and his contributions to the NFL," Grossman continued. "This is such an incredible honor, and to know that my father's name and legacy will be remembered forever in the most prestigious place among the legends

of the game would have meant the world to him, as it does our family.

"This is not just for my father," Grossman said, "but also for all the people he worked with along the way to create the best telecasts for viewers around the world."

In 1981, Grossman began working with **John Madden** and **Pat Summerall** at CBS, whom he directed for the next 21 seasons (ending with Fox). In an era when rushing the passer became a premier skill, Grossman worked with Madden to adapt his broadcasts to give fans the best possible viewing experience.

Madden credited Grossman as the first director to widen the standard camera shot to include the outside linebackers, an example of his foresight and dedication to improving the product.

"Listening is key in this profession, and Sandy was a great listener," said **Richie Zrontz**, a 43-year veteran of television sports coverage who said he "cut my teeth" under Grossman. "No one was better at capturing the emotion of sporting events. He got you inside the helmet. He was a master of the close-up shots (who could) make a bead of sweat tell a story."

Beginning as an usher at the Ed Sullivan Theater in Manhattan in 1957, Grossman worked his way into CBS in public affairs and later CBS Sports. In the early 1970s, he became the lead director of NBA broadcasts, where he developed the use of playing music during game breaks – still the norm in sports broadcasting. He later became the network's top NFL director.

"Technically, Sandy was one of the best in our business," said **Neal Pilson**, a former president of CBS Sports. "He is widely acknowledged to have revolutionized network coverage of pro football with his use of coaches' films to help guide his direction of main game and isolation cameras and to anticipate Pat's and John's commentary. "In fact, John acknowledged on several occasions to me and to others that Sandy was the true quarterback of their production team."

In 1994, Fox obtained the rights to broadcast NFL games from CBS. Grossman joined Madden and Summerall in moving to the new network, a testament to his value to their broadcasts. The trio – along with producer **Bob Stenner** – would work together for 21 years, a record only recently surpassed by 2020 Rozelle Award winner **Joe Buck** and partner **Troy Aikman**.

Grossman retired in 2012 and passed away in 2014 in Boca Raton, Florida, at the age of 78.

WINNERS OF THE PETE ROZELLE RADIO-TELEVISION AWARD

2026 – Sandy Grossman	2017 – David Hill	2008 – Dan Dierdorf
2025 – Brent Musburger	2016 – James Brown	2007 – Don Meredith
2024 – Merrill Reese	2015 – Tom Jackson	2006 – Lesley Visser
2023 – Fred Gaudelli	2014 – Bob Trumpy	2005 – Myron Cope
2022 – Howard Katz	2013 – Al Michaels	2004 – Van Miller
2021 – John Facenda	2012 – Len Dawson	2003 – Don Criqui
2020 – Joe Buck	2011 – Jim Nantz	2002 – John Madden
2019 – Dick Ebersol	2010 – Chris Berman	2001 – Roone Arledge
2018 – Andrea Kremer	2009 – Irv Cross	2000 – Ray Scott

1999 – Dick Enberg
1998 – Val Pinchbeck
1997 – Charlie Jones
1996 – Jack Buck

1995 – Frank Gifford
1994 – Pat Summerall
1993 – Curt Gowdy
1992 – Chris Schenkel

1991 – Ed Sabol
1990 – Lindsey Nelson
1989 – Bill MacPhail

ENSHRINEMENT WEEK PACKAGES

Fans seeking unparalleled access to events surrounding Enshrinement Week presented by Novartis can secure ticket packages from On Location, the Official Hospitality Provider of the NFL. On Location's ticket packages unlock exclusive moments such as on-field photo opportunities after the Hall of Fame Game, pictures on the Enshrinement stage on Saturday, and access to a special section to greet returning Hall of Famers as they arrive for the Enshrinement Ceremony. Visit <https://OnLocationExp.com/PFHOF> to explore official ticket packages for Enshrinement Week.

#PFHOF26

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ABOUT THE PRO FOOTBALL HALL OF FAME

Located in Canton, Ohio, the birthplace of the National Football League, the Pro Football Hall of Fame is a 501(c)(3) not-for-profit institution with the Mission to Honor the Greatest of the Game, Preserve its History, Promote its Values & Celebrate Excellence Together.

The Pro Football Hall of Fame is accredited by the American Alliance of Museums. AAM accreditation is national recognition for the museum's commitment to excellence and the highest professional standards of museum operation and public service.

Hundreds of thousands of fans from across the globe travel to Canton annually to experience an inspirational, interactive museum that chronicles America's most popular sport. Fans can also enjoy the Hall of Fame Store at the Hall, and online at shop.profootballhof.com, for merchandise from all 32 NFL clubs plus the Hall of Fame. Proceeds from the Store support the Hall's Mission.