

## WOODS: Greenburg "Mayweather" Doc Recap

Written by Michael Woods  
Monday, 29 April 2013 16:13

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Ross Greenburg, the ace documentarian who ran HBO's boxing program from 2000-2011, and was with that network for 33 years, put together a doc for CBS-Showtime called "Mayweather," which ran on Saturday night on CBS, in primetime.

Much of the material wasn't breaking news for boxing fans, but nevertheless, as a fan of the sport who seeks the sweet science to be accepted and revered by the masses as it should be, it

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was good to see the sport on in primetime, on a network.

LL Cool J narrated, as Floyd kicked things off by talking about how his mom told him he was special. "You're different from the other kids," the fighter recalls his mom saying. "I never knew what she meant," he said, until he finally did.

The program, written by Steven Stern, featured some superb stills, and interviews with top drawer pugilists and non-fighters like Oscar De La Hoya and Magic Johnson and Kobe Bryant.

We see video of Floyd dancing and grinning, and also buying jewelry and throwing money.

"No other athlete on the planet was better at cashing in on his talent and his personality," LL says as we see highlights from Money in recent years. NY Daily News writer Tim Smith admits he finds elements of the Mayweather persona distasteful and realizes that he acts up usually around PPV time.

Kobe talks about Floyd's drive, and we see the boxer in action against Miguel Cotto, and the fighter talking about how he's happy if you buy his fights, love or hate him.

LL then talks about the upbringing, about growing up in Grand Rapids, Michigan. Floyd's cousin says that Floyd used to go rollerskating, and that he was "obnoxious" to the other kids. Another cousin recalls that Floyd used to win her cash shooting dice, when he was 11.

Floyd Sr. says Floyd used to throw a pro type hook and uppercut as a toddler. Dad was called "Joe Jackson," because he pushed the boy so hard, we're told.

Mom did drugs, though, and dad was also prone to misdeeds, so Floyd didn't have it easy emotionally. Floyd Sr was shot when Floyd was a year old, and was holding the boy. Floyd said he saw his dad sell his mom drugs, too. When Floyd was 16, Sr. got nailed for dealing; he did 3 1/2 years in prison. Floyd says he had to become a man at 16. "I had to provide for myself," he

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says. He kept going to the gym, however.

We see home video of pre-teen Floyd, being playful on his block. His grandma Bernice raised him, he says, so he happily bought her a big house when he got some pro cash.

He went to the Olympics in 1996 but he lost in the semis. We see him debuting as a pro, with Roger in his corner, in October 1996. He tells Al Bernstein after an early bout that he showboats to entertain, to sell tix.

We skip to 2006 and his skills, what makes him special, is discussed. Floyd talks about the Top Rank years, and how Oscar was the focus. Smith says Floyd always chafed at his second tier status. He left Arum, and his publicist Kelly Swanson says he recast his image. No more "Pretty Boy," now he was "Money."

We see him fondling stacks, kissing wads, which of course I don't care for at all. The glorification of money sends a horrid message and reinforces maybe the worst element of our culture every day. Leonard Ellerbe insists Floyd is playing a character when he fixates on money.

We see Floyd needling Oscar before their 2007 fight. Smith recalls that his oldest daughter, not a fight fan, was interested in that tussle. That fight was the most lucrative in boxing history of course, so she wasn't alone. Oscar says that Floyd got inside his head, and that made him want to KO Floyd. "That took me out of my gameplan," Oscar says. Floyd took a split decision and Oscar says that it was a bittersweet memory, because the event was so huge, but he lost and that stings.

Next, we see footage of the Ricky Hatton beating. The Manny Pacquiao non-fight is referenced, interestingly. LL says that the drug testing issue derailed The Fight, which is a simplistic reduction, many would say. Oscar says that the non-fight isn't Floyd's fault, which is also up for vociferous debate, if you're not bored of the topic, and most are. Floyd says peoples' minds are made up and Smith says it was an opportunity missed.

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Floyd then handles Juan Manuel Marquez. Next, we see Shane Mosley buckling Floyd but the unbeaten man collects himself and cruises to a win. The Victor Ortiz victory is touched upon. The "two-piece" payback is seen and Oscar concedes some bad sportsmanship was on display. Michigan based writer David Mayo fully defends Floyd and blames Ortiz for not protecting himself at all times.

Footage of Floyd in handcuffs plays next. His jail stint, for a domestic assault charge against his ex, is touched on. Ellerbe says Floyd sucked it up and did his time, while Floyd says there "is nothing cool about losing your freedom." He says he doesn't want to repeat that pattern.

Floyd says that his dad being back in the fold is a good thing. Dad helps him tighten his D, and "only wants the best" for him. We then pivot to Robert Guerrero, and his back story. His wife Casey's battle with cancer is discussed. He says they learned from each other, from boxing and from fighting cancer.

Guerrero says that Floyd doesn't scare or intimidate him.

LL wraps up with a synopsis of Floyd's reign. "When you come into my domain, it's a different world," Mayweather says. "Don't make no mistakes, and always bring your A game," he says, as a warning to Guerrero.

Note: I am told that Greenburg was able to use footage of Mayweather fighting on HBO because rights were negotiated for footage to revert to the fighter and promoter Golden Boy after a span of exclusivity for HBO. That practice has occurred more in recent years and is not an automatic. Rights can revert from between 12 to 18 or so months, I'm told.

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**amayseng says:**

I read the ratings were very poor for CBS.

Not judging but we have to remember we boxing fans are very forgiving of our passionate

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sport.

The non diehard fan doesn't give a crap about a boxer who has 3 different allegations of roughing up women over the last ten years with the last arrest a year ago resulting in jail time.

Despite what truly went on that market doesn't bite.

### **tlig says:**

Dude,

I've been reading your Mayweather posts for a few weeks now and it seems you have something personal against the dude. If you don't then there's really no need wasting so much energy on a guy you most likely do not know and who doesn't know you either. Seriously. People expend too much energy on celebs sometimes and it's funny to me. They are human like you and I- they'd never be perfect.

Just watch the fights (or switch off if you don't feel like doing that). Let the man live his life.

### **Radam G says:**

Wow! Sorry Money May and I are boys, but he even knows that he has been WRONG! And he MANS up to it. And expect for people to rag on him because of it. It's not about knowing him, anyway. And more is expected of "celebs." And not a single violent-to-women punk gets a break. He gets broke.

Money May is a work in process with all humans to respect -- not just "The Money Team" and his groupies. He is maturing, and said that. So he's willing to turn the corner for change of his bad-boy behavior. And YUP! He will be criticized. It comes with the territory. If you have fame, on your arse, people are going to throw metaphoric flame. And you have to suck it up and just continue to be in the game. Holla!

### **amayseng says:**

[QUOTE=tlig;29848]Dude,

I've been reading your Mayweather posts for a few weeks now and it seems you have something personal against the dude. If you don't then there's really no need wasting so much energy on a guy you most likely do not know and who doesn't know you either. Seriously. People expend too much energy on celebs sometimes and it's funny to me. They are human like you and I- they'd never be perfect.

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i lose no sleep over mayweather.  
i just lost my dad, you think im worried about floyd?  
what a joke.  
i love to watch him fight but facts are facts, the mainstream isnt interested...

### **amayseng says:**

i mean dude i even wrote "not judging" and included myself in "forgiving"....

how the f do you try to call me out for giving an opinion why the ratings were so poor for such a good time slot?

wow

### **tlig says:**

[QUOTE=amayseng;29856]i lose no sleep over mayweather.  
i just lost my dad, you think im worried about floyd?  
what a joke.  
i love to watch him fight but facts are facts, the mainstream isnt interested...[/QUOTE]

Sorry about your loss man, I am going something similar ('just lost a younger brother 4 weeks ago).

I'm not sure why the documentary didn't pull in ratings but that's unimportant in light of what we both are going through....

### **Radam G says:**

Wow! My DEEPEST, DEEPEST condolences, Tlig. You guys are in my prayers. Strong guys, you are. Holla!

### **tlig says:**

Thanks man, much appreciated.

### **amayseng says:**

[QUOTE=tlig;29858]Sorry about your loss man, I am going through something similar ('just lost a younger brother 4 weeks ago).

I'm not sure why the documentary didn't pull in ratings but that's unimportant in light of what we both are going through....[/QUOTE]

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So sorry to hear that. My condolences to u and your family.

### **tlig says:**

Thanks man.

### **Bernie Campbell says:**

Greenburg who used to be with HBO and is currently with Showtime! Has been on "somebody elses" payroll! Friggun guy will discredit anybody that doesn't chime with his employer's politics! He is a friggun Yes Man for a very large entity! He doesn't have the brains for more independent endeavours! He is the simpleton that did away with Klitschko fights on HBO, saying they weren't exciting! Never did a John Duddy fight, when his rocket was soaring! But wasted his time on obscure bantamweight fights like Vic Darchinyan, Rafael Marquez, Vasquez etc. And overated aged fighters such as Glen Johnson! Fuch Ross! Leave Mayweather be Mr. Woods!