

# A steal or a deal?

## Channel 7 says CBS fouled on Bo's speech

Channel 7 in Detroit is very angry with CBS for using a tape of Bo Schenckel's locker-room speech to the Michigan basketball team last weekend.

CBS says it got the tape from ESPN and received proper permission to use it. ESPN says this is partly true and admits it made a mistake. But an ESPN supervisor charges that CBS misrepresented the tape as its own scoop.

The speech, made on Saturday and aired by CBS on Sunday, was taped by a Channel 7 camera man.

During the speech, Schenckel — the athletic director and football coach — said he hoped the victorious Wolverines would meet Illinois in the semifinals of the NCAA Tournament.

He got his wish, and Michigan plays Illinois Saturday night after Duke meets Seton Hall in the first semifinal. The doubleheader telecast starts on CBS (Channel 2 in Detroit) at 6:30 p.m.

"It was illegal on CBS' part," Channel 7 general manager Tom Griesdorn said. "They took it without permission. Dam right I'm upset. If we wanted to get real nasty, we could make things unpleasant for everyone involved. I'm just disappointed CBS does not operate by the same standard of ethics as everyone else. We had a scoop and we were scooped on our own scoop."

Although Channel 7 had the tape Saturday, it chose not to use it on the air until Sunday. Channel 7 sent the tape from Lexington, Ky., through technical facilities of ESPN cable, with which it has a working relationship. When an ESPN producer saw the tape on a monitor Saturday, he decided to use it on ESPN's "SportsCenter" show that night.

"Channel 7 in Detroit was putting a hold on it, but they inadvertently forgot to tell us that," said ESPN assignment desk manager Mike Bogad. "They had put an embargo on it and it was special to them because of their relationship with Bo."

When CBS executive sports producer Ted Shaker saw the tape air on ESPN, he assigned a staffer to get permission to use it. Shaker said CBS got permission from ESPN. Bogad confirmed this.

"Someone on our assignment desk made a mistake," Bogad said. "We shouldn't have given away what wasn't ours."

Shaker said Thursday: "It was a wonderful piece of tape," and that CBS gave WXYZ credit for it at the end of

Sunday's tournament telecast.

That didn't satisfy Channel 7, which charged that a CBS staffer got permission to use the tape from a Channel 7 receptionist who wasn't informed about the details of the case.

"I got a call on Monday from the general manager of the station and he was into, accusing us of stealing their tape," Shaker said. "We got permission from the assignment desk of ESPN. To me, I'm not quite sure I understand what the hubbub is about. Nobody was killed. There were no serious injuries."

Bogad and Griesdorn were angry that CBS introduced the tape as if it was a CBS exclusive.

"Even if it was all on the up-and-up, it would be awful not to give credit where credit is due," said Bogad. "CBS knew darn well where they got that tape from."

Earlier this week, Michigan interim coach Steve Fisher said he was sure Illinois would use the tape to motivate its players against Michigan.

As for the CBS coverage of this weekend's games: Brent Musburger will do play-by-play for both semi and the championship Monday, with Billy Packer as his analyst. On the studio set in Seattle: Jim Nantz, James Brown and Lesley Viser.

A "Countdown to the Kingdom" show will air at 5 p.m. Saturday.

Tipoff for the first game is 5:42 p.m.

The NCAA waited until Duke eliminated Georgetown in last Sunday's final regional before deciding which semifinal game would go on second, when the audience potential is greater.

After consulting CBS, the NCAA decided Michigan-Illinois merited

prime time.

One major factor, according to CBS spokeswoman Susan Kerr, is "their proximity to two of the most loyal sports markets in the country, Detroit and Chicago."

Other Final Four TV plans:

**LOCAL STATIONS:** Channel 2, which airs the CBS telecasts, will carry Fred Heuman's reports all weekend from Seattle. Anchor Eli Zaret will host a special called "One Shining Moment," about the Wolverines' season, to air at 8:30 p.m. Monday, in the half-hour before the championship game. It will appear then whether Michigan wins or loses its semifinal. Among those to be interviewed: Cazzie Russell, the former Michigan star from the 1960s, and Johnny Orr, the former Michigan coach from the 1970s. ... On Channel 4, Scott Waile is covering the scene in Seattle; while he's away, Steve Garrigola — late of Channel 7 — will pinch-hit as a weekend studio anchor. ... For Channel 7, Dave Lewallen is covering from Seattle.

**RADIO:** WJR's Larry Henry will call play-by-play (760-AM) for Michigan games as long as the Wolverines are in the tournament. He says some people have been criticizing him lately for wearing maize-and-blue clothing and for hugging players after victories. "This is college sports," Henry said. "I care about these guys." If you prefer a national perspective, WWJ (950-AM) will carry the CBS version of all remaining games. John Rooney, Quinn Buckner and Ron Franklin will cover the Duke-Seton Hall semifinal; Cawood Ledford, Buckner and Franklin will cover the Michigan-Illinois game. Ledford, Buckner and Franklin will cover the championship.

# A Steal or a Deal?



Clipped By:  
**AZOoffers**  
Thu, Jan 11, 2024