

Sport

# Gooch averts another loss

CHELMSFORD, England, Aug 17: Former England captain Graham Gooch on Monday just avoided finishing on the losing side against the touring Australians for the eighth time this season, reports Reuter.

His county Essex, chasing a victory target of 308 on the final day of the three-day match, collapsed from 275-5 to 277-9 and just managed to hang on for a draw.

Number 11 Peter Such survived two deliveries from Mark Waugh before John Lewis played out a last over leg spin against Tim Zoehrer's maid spin to earn the draw.

Earlier, Gooch, who quit as England skipper after Australia retained the Ashes by winning the fourth Test, had given Essex the ideal start with 73 — his second half-century of the match — in an opening stand of 121 with Nick Knight.

Knight contributed a patient 87 but it was Salim Malik's dismissal, lbw to Zoehrer for 39, which undermined Essex's victory chances.

They continued the run chase but Zoehrer, who has

doubled as a spinner and reserve keeper throughout this tour, and medium pacer Waugh finished with three victims apiece to leave the county hanging on grimly.

Earlier, Australia, having shuffled their batting line-up, were dismissed for 218 in their second innings. Derek Pringle and England off spinner Such each claimed four wickets.

**SCOREBOARD**

Scoreboard on the third and final day of the cricket match between Australia and Essex on Monday:

**AUSTRALIA:** First innings 357-6 declared (M Hayden 111, M Waugh 108, A Border 57)

**ESSEX:** First innings 268 (G Gooch 61, N Hussain 57)

**AUSTRALIA:** Second innings B Julian b Pringle 66, M Slater c Salim Malik b Iltott 0, D Boon b Childs 26, P Reffel lbw b Such 15, M Hughes lbw b Pringle 0, T Zoehrer c Knight b Such 38, I Healy c Iltott b Such 4, M Hayden c Gooch b Such 36, M Waugh c Lewis b Pringle 9, A Border c Knight b Pringle 12, T May not out 0, Extras: (lb-2, nb-10) 12

Total:	318
Fall of wickets:	1-1; 2-98; 3-98; 4-99; 5-115; 6-127; 7-175; 8-196; 9-218;
<b>Bowling</b>	<b>O M R W</b>
Iltott	9 1 47 1
Pringle	19 4 65 4
Childs	17 6 52 1
Such	14.1 3 52 4
<b>ESSEX:</b> Second innings	
G Gooch c Hughes b May	73
N Knight c Hayden b Zoehrer	87
P Pritchard b May	1
Salim Malik lbw b Zoehrer	39
N Hussain c Zoehrer b M Waugh	32
D Pringle b M Waugh	1
M Garnham run out	12
J Lewis not out	1
M Iltott c sub b Zoehrer	1
J Childs st Healy b M Waugh	0
P Such not out	0
Extras: (b-10, lb-14 nb-6)	30
Total: (9 wickets)	277
Fall of wickets:	1-121; 2-124; 3-198; 4-245; 5-249; 6-275; 7-275; 8-277; 9-277;
<b>Bowling:</b>	<b>O M R W</b>
Hughes	9 1 32 0
Reffel	15 4 32 0
May	13 3 44 2
Julian	5 0 25 0
Border	6 0 23 0
Zoehrer	16 1 71 3
M Waugh	8 1 26 3
<b>Result:</b>	Match Drawn.

# Bangladesh short of match practice

Bangladesh Cricket Control Board (BCCB) Eleven will take on Hyderabad Cricket Association's President's (HCAP) Eleven on the opening day of the AIPSSCB-India Main-ud-Dowlah Gold Cup cricket tournament at the Lalbahadur Shastri Stadium, Hyderabad, India.

Twelve teams split in four groups are taking part in 48hrs over limit cricket tournament which begins on September 4. Three matches are scheduled for the inaugural day.

Bangladesh has been placed in Group D along with Chemplast and HCAP.

The other teams are: Group A: AIPSSCB, Services, Cricket Association of Bengal (CAB); Group B: Hyderabad Cricket Association, BCCI and VST; Group C: SBI, Escorts, KSCA.

Bangladesh pay their next match will be against Chemplast on September 8 in one of the three fourth round matches.

The two semifinals are scheduled for September 10. Group A champions will take on Group C champions in one of the semis at the Lalbahadur Stadium while Champions of Group B and D will fight it off in another semifinal encounter at the Gymkhana ground.

Bangladesh team is expected to leave for India on September 1. The tour does not augur well for Bangladesh from the viewpoint of outcome as one BCCB official expressed his fears yesterday. Bangladesh, according to him, will be short of match practice for this meet as no ground is available for a few prep matches before the instant cricket competition in India.

Bangladesh team will undertake another tour to the southern part of India in the first week of October as part of their build-up programme for the ICC trophy to be held in Kenya early next year.

Bangladesh will play first of their eight matches on October 7. The last match is scheduled for October 17 after which Bangladesh team will leave for Sri Lanka in the second phase of their preparation.



PHOTO FINISH — Jamaican Merlene Ottey (L) and American Olympic gold winner Gail Devers (R) cross the finish line in the women's 100m sprint in the Stuttgart World Athletics Championships on Monday. Although both of them clocked the same time, Devers was awarded the gold. — AFP photo

# Nervous Woodruff makes it

NEW HAVEN, Conn., Aug 17: NCAA champion Chris Woodruff, nervous over his first ATP tour event, capitalized on a 77-minute rain delay Monday to beat Michael Joyce 6-3, 6-4, 6-2 at the Volvo International, reports AP.

The tournament, plagued by rain and court problems last year, ran into trouble again during Monday's opening day, with a morning shower and afternoon thunderstorm that turned into a steady rain disrupting play. Woodruff was one of only five players to advance before play was stopped shortly before 3:30 pm EDT.

In other matches, Daniel Vacek beat Sergio Cortes 7-5, 6-1; Joern Renzenberg topped Kenny Thorne 6-4, 6-2; Christo van Rensburg topped Robbie Weiss 7-6 (8-6), 6-7 (7-2), 6-1; and Martin Damm defeated Jeremy Bates 7-5, 3-6, 6-3.

Of the other nine matches scheduled for Monday, two were suspended with Jan Siemerink beating Sandon Stolle 6-3, 5-5, and Daniel Nestor leading David Prinosil, and the rest were postponed.

Woodruff is scheduled to enter his junior year at Tennessee next month. He said he was awed by playing in a 15,000-seat stadium and being around so many tennis players he had seen only on television.

"I've never played in anything like this before, so I guess I just had to get acclimated," he said. "I slept horribly last night. Maybe I overdid it a little but I guess everybody has to go through this at some stage."

Woodruff had early trouble with his first serves, and Joyce had his on the run.

Both players were worried about the rain delay. Joyce feared a loss of momentum; Woodruff wondered about getting nervous all over again. Instead he got some pointers

from Tennessee coach Mike DePalmer.

When play resumed, Woodruff started serving better and playing more to Joyce's backhand.

"He raised his game a lot," Joyce said. "I felt like a lot of the pace on my shot left me."

The biggest point occurred with Joyce serving 30-40 in the ninth game of the second set with the set 4-4. Joyce hit an easy forehand into the net that gave Woodruff the break and surprised both players.

"I just missed it," Joyce said. Said Woodruff: "I just couldn't believe it. I was guessing cross court, he hadn't missed a point like that all match. I said to myself, 'Gosh, he opened the door for me.'"

Woodruff took full advantage as he overpowered Joyce in the final set. Woodruff took a 2-1 lead as neither player could hold serve, then Woodruff gave up just two more points on serve the rest of the way.

# 'Gale' Devers blows Ottey hopes out

STUTTGART, Aug 17: Gail Devers added the world 100 metres title to her Olympic gold with the narrowest of victories over Merlene Ottey in the World Championships on Monday, reports Reuter.

Only a desperate lunge at the line gave the American the decision after Ottey appeared to have the race won.

Both women gazed anxiously at the replay on the giant stadium screen and even after two reruns of the race it was by no means clear who had won.

Finally, the verdict was given to Devers who clocked a year's best of 10.81 seconds, one-hundredth of a second ahead of the desperately unlucky Jamaican who remains without a major title.

An appeal by the Jamaican team against the result was turned down but the times will be reviewed on Tuesday.

"I thought I won the race," Ottey said. "The last 30 metres were especially good for me."

Devers said: "There has to be a winner and loser. Standing there waiting for the decision brought back the same anxiety as Barcelona."

American Gwen Torrence finished third with a time of

10.89 seconds while Russian Irina Privalova also broke the 11-second barrier, coming in fourth in 10.96.

Privalova took the early lead but Devers moved smoothly past around the halfway mark with Ottey trailing badly behind.

But the Jamaican accelerated like a Carl Lewis of the old days, powering through to take a narrow lead with just a few metres left.

Yet Devers, aiming for a golden double when she goes in the 100 metres hurdles, was not finished and threw herself at the line to get the verdict.

The American seemed unsure who had won until officials assured her the gold was hers. She threw her arms around the disappointed Ottey and insisted they did a victory lap together.

It was another cruel blow for Ottey, dubbed the "Bronze Queen" after a career of third places at World Championships and Olympic Games.

Ottey has won eight bronze medals in individual sprints at global championships. Monday's silver was her second but she has never won a gold despite starting as favourite on several occasions.

"I had a good start, a so-so pick-up and a nice finish," she said.

Devers said she had no doubt she had won. "I thought I got out good. I moved good in the middle part," she said. "But I have to work on the mechanics of my last 30 metres."

The women's 3,000 metres and men's 5,000 featured fascinating exhibitions of team running.

In the 3,000 Chinese trio Yunxia Qu, Linli Zhang and Liang Zhang took the lead from Britain's European champion Yvonne Murray with uncanny precision 700 metres from the finish.

Qu won the race for the line to win in a championship best of eight minutes 28.71 seconds while 19-year-old Linli Zhang took second place in a world junior record of 8:29.25.

Then the Kenyans teamed up to thwart Khalid Skah's title ambitions in the 5,000, with 19-year-old Ismael Kirui avenging his brother's loss to the Moroccan in last year's Barcelona Olympics.

Skah was disqualified then reinstated in Barcelona after allegedly receiving assistance from a lapped teammate and as a result Kirui's older brother Richard Chelimo missed out on the Olympic gold.

Kirui, who put in a killing burst at the halfway stage to take a huge lead in the face of a

strong Ethiopian challenge, said the Kenyans had plotted their revenge since Barcelona.

"We had a plan," he said. "We didn't know which one of us would beat Skah. At the halfway point I felt fresh enough to break away."

The other two titles of the evening went to Barcelona champions.

World record holder Jan Zelezny from the Czech Republic launched the javelin 85.98 metres to beat Finland's defending champion Kimmo Kinnunen while American Mike Conley won the triple jump with a season's best of 17.86 metres.

There was also plenty of off-track drama on another scorching day at the fourth World Championships.

The International Amateur Athletic Federation (IAAF) announced that Algerian 1,500 metres champion Noureddine Morceli had decided to compete after all.

Morelli, who threatened to boycott the championships because he was not being paid prize money, was due to arrive on Monday evening or this morning.

"He will not be paid any money to appear," IAAF secretary general Istvan Gyulai emphasized amid speculation of a deal between the world governing body and Morceli's agent Amar Brahmia.

The IAAF also announced four positive drugs tests, including three Nigerians who tested positive at the national trials in June.

# WC'94: Study in exploration

NEW YORK, Aug 17: Why would a major corporation sink millions of dollars into a sport like soccer that has been difficult — if not impossible — to sell in the United States?

Americans will find out over the next year as the marketing machine gears up for the 1994 World Cup — and those companies find out what such a mega-event can do for their sales.

Such big names as Coca-Cola, McDonald's, General Motors and MasterCard will be major sponsors of the World Cup, which runs from June 17 to July 17, 1994, reports AP.

FIFA has lined up 11 official sponsors, each of which are investing about \$20 million for a World Cup sponsorship package that includes involvement with a number of FIFA events.

"It's a blue-chip list of companies known and recognized for their marketing prowess," says Mava Heffler, vice-president of marketing for MasterCard International, an official sponsor. "If there is not something to capitalize on, you'd be hard-pressed to understand why these companies are associated with it."

US organizers have signed eight partners, whose commitment — both monetarily (about \$7 million) and physically — is specifically for the World Cup tournament itself. Beyond that are suppliers and licensees and regional supporters.

Some of the official sponsors have a far deeper commitment, however. MasterCard, for example, will spend nearly \$75 million over a four-year period on soccer-related programmes. That includes a role at FIFA-sanctioned tournaments other than the World Cup; issuing commemorative silver medals for the 24-team finals; helping stage Soccer Blast USA, a series of one-day soccer festivals in 36 US cities that includes participatory activities and autograph sessions with current and past soccer stars and putting together an instructional video by Pele, his first in 15 years.

"We truly entered into it because it was right for MasterCard and right for our association of member banks and also could leverage solid business and brand awareness opportunities," Heffler said.

"We speak the international language of money, so we can touch so many merchants. We are different than a lot of other sponsors, because MasterCard is virtually in every wallet and at every merchant. It is all hooked into the business of building our business," she said.

The thinking is similar for

Sun Microsystems, a marketing partner that is the exclusive computer supplier for the World Cup. An 11-year-old, \$4.3 billion company, Sun Micro systems is using the event for exposure.

"Of course, it's a nation-wide event in 1994," said spokesman Chuck Mulloy, "but it is a global event, obviously, and it gives us significantly higher levels of visibility around the world."

"Any skepticism is completely offset by the positive impact on international markets, which is significant for us because 50 percent of our business is outside the US."

Companies hope that participating in the World Cup will enhance their image.

"We are not a traditional sponsor, like a product company like a Coca-Cola that will track sales during an event," says Nick Chenoweth, director of sports marketing for Electronic Data Systems, which will provide technology for the event. "So people say, 'What is the advantage for a technology company? It's to showcase our abilities and prospects to our customers and to potential customers.'"

"This involvement puts us in a real partnership role with all of the organizations involved in the World Cup. The risk is there for us — we want the system to work perfectly because visibility is so high. But this also is a wonderful opportunity to ex-

plain technology in away many people can understand, an avenue to increased awareness."

"That's the optimistic outlook. There are, not surprisingly, those who see the World Cup as an unprofitable gamble."

Pepsi-Cola passed on the world's biggest sports event, mainly because it isn't America's biggest sports event.

"It's no secret that soccer is the fastest-growing sport here and we are paying a lot of attention to it and whether it will continue," said Andrew Giangola, spokesman for the soft drink company. "It remains to be seen how enthusiastically the American public will embrace the event, especially as a media event. There is a lot of uncertainty."

Trepidation on the part of potential sponsors, partners and advertisers is understandable in the United States. Although the expected TV audience for all 52 games is more than 32 billion, how many of those viewers would have access to — let alone care about or be able to afford — the products being pitched?

Jay Coleman, president of Entertainment Marketing and Communications International of Stamford, Conn, which specializes in putting advertisers together with big events, understands the skepticism.

"The thing about soccer that is problematic in this country is that most companies look at soccer as appealing to a younger audience and, especially, to kids," Coleman said. "If you have an over-40 household, with no young kids, they doubt the interest in soccer will be as high as for other sports. It's just a fact and emphasizes how much people are questioning its impact."

The key element for the corporations involved with the World Cup lies outside the United States, Coleman said.

"In general, many of the companies who have involvement with soccer are looking at soccer not like they would the Final Four (US college basketball) or the Super Bowl or World Series (US Major League Baseball)," he said. "None of them place it in that mega-event category that has broad implications; some of them still are seeing it as a smaller, niche-type opportunity."

"For them, for Coke and McDonald's and MasterCard, they will leverage their involvement outside the US in a major way. Outside the US, the soccer platform gives them wonderful arms and legs. The majority of those companies who have spent mega dollars for global rights have done it as much or more so for what they do outside the US," he said.

"What they do in the US will be very much of bonus."

# Radiant Club in the city

A 27-member New Radiant Club of Maldives arrived yesterday in the city to play the second round match of the 4th Asian Cup Winners' Championship, reports UNB.

The touring club, headed by its President Ahmed Wahed, includes 19 booters and eight officials.

The Maldives side will take on Mohammedan SC, the local DMFA cup champions and league runners-up, on Saturday at 6 pm at the Dhaka Stadium in the first-leg match of the two-tie competition.

The return-leg match is due on August 28 in Male, the capital of Maldives.

However, the Bangladesh Football Federation (BFF) is trying to host both the first and return-leg matches in Dhaka. The BFF is already in touch with the Maldives Football Federation and the club concerned.

Mohammedan SC has been directly placed in the second phase of the prestigious Asian competition while the Maldives Club qualified for the second round, beating a Pakistani club.

# Shri Lanka own John Reid as match referee

COLOMBO, Aug 17: The Board of Control for Cricket in Sri Lanka Tuesday said it accepted John Reid as match referee for the Test and one-day series against South Africa, reports AP.

The board had earlier requested the International Cricket Conference (ICC) to replace Reid, a former New Zealand captain, because of his South African connections.

After a successful Test career for his native New Zealand, Reid had settled in South Africa and coached at Northern Transvaal until three years ago.

Str Colin Cowdrey, chairman of ICC has assured the Sri Lankan Cricket Board that Reid has no business or permanent interest in South Africa, the board said in a statement.

"Sir Colin has no doubts that he (Reid) will behave in an impartial manner," the statement said.

South African manager, Mike Procter, told reporters he was happy to play under anybody that the ICC appoints.

Brian Aldridge, also a New Zealander, will act as a neutral umpire during the series of three Test matches and three one-day internationals beginning Aug. 22.

The match referee cannot act by himself anyway. He can only respond to reports from the two umpires and the most important thing for us is that we have been given one independent man (Aldridge), Procter said.

# Christie to quit as the best

STUTTGART, Aug 17: Linford Christie, the European sprinter who has outgunned the best Americans in successive years, vowed on Monday he would quit at the top, reports Reuter.

The 33-year-old Briton won the world 100 metres title on Sunday in 9.87 seconds, the second-fastest time ever run.

But he said he would definitely not defend his Olympic title at the 1996 Atlanta Olympics and probably would not run at the 1995 World Championships.

"I don't have anything to prove anymore," he said. "I want to get out at the top. Those guys are putting out some times now. I don't think when I'm 36 I want to be hanging out with those guys any more."

But Christie plans to defend his Commonwealth and European titles next year and still nurses hopes of a major 200 title.

His stunning victory on Sunday probably also heralded the beginning of the end of one of the great careers in sport's history—that of Carl Lewis.

"It's the end of the Lewis era," Christie said at a news conference in the Athletes' Village.

"I think they (the Americans) will be asking what's happened to our sprinters two years in a row. It's like they have got Colt .45s and I have got a galling gun."

Eight times world champion Lewis, one year Christie's junior, finished only fourth in Sunday's final.

It was his first defeat in four

# Christie pulls out off 200m

STUTTGART, Aug 17: World 100 metres champion Linford Christie pulled out of the men's 200 metres at the World Athletics Championships on Tuesday with a sore throat, British team officials said, reports Reuter.

Dick said Christie, the Olympic 100 metres champion, would stay in Stuttgart and run in the 4x100 metres relay on Saturday and Sunday.

# Ottey's woes

STUTTGART, Aug 17: Gail Devers, winner of Monday's women's world 100 metres title, has been awarded the same time as second-placed Jamaican Merlene Ottey, reports Reuter.

An International Amateur Athletic Federation (IAAF) jury of appeal met on Tuesday to reread the photo-finish and decided to revise Devers' time from 10.81 seconds to 10.82, the same time as Ottey.

An IAAF statement said it had been possible to confirm that Devers had won while awarding the athletes the same time to one-hundredth of a second.

On Monday the jury rejected a Jamaican protest at the result. The Jamaican delegation argued that the photo had shown that Ottey had won but the jury stuck to the original decision to give the race to Olympic champion Devers.

The Jamaican delegation argued that Devers' face had crossed the line first but that Ottey had won because her torso was ahead.

A spokesman for IAAF said the findings would be reviewed today.

# MEDALS TABLE

Medals table after the third day of the World Athletics Championships on Monday (tabulate under gold, silver, bronze):

United States	3	1	2
China	2	1	1
Finland	1	1	0
Spain	1	0	2
Japan	1	0	1
Germany	1	0	1
Britain	1	0	1
Tadjikistan	1	0	0
Czech Republic	1	0	0
Kenya	1	0	0
Russia	0	2	0
Italy	0	2	0
Ethiopia	0	1	1
Ukraine	0	1	0
Portugal	0	1	0
Namibia	0	1	0
Jamaica	0	1	0
Belarus	0	0	1
Uzbekistan	0	0	1
Hungary	0	0	1
Netherlands	0	0	1
Denmark	0	0	1

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A spokesman for IAAF said the findings would be reviewed today.

# Younger Christie on a run

LONDON, Aug 17: The brother of Olympic and world 100 metres champion Linford Christie is on the run from London police, reports AP.

A warrant has been issued for the arrest of Russell Christie, 30, who is wanted for breaking into a car on the night Linford won his world gold medal in Stuttgart, Germany.