

Sports used as alcohol's billboard

Normally, I don't watch television unless a major sporting event is taking place, so my perception of commercials is often times one of stark fascination.



ROY CLAY
Sportswriter

Commercials fill almost as much airtime as the event itself these days. The volume of commodities that a few people try to peddle onto the rest of us is simply amazing. But, professional and collegiate sports on television are never without one basic ingredient. Almost all of the numerous breaks in the action contain well-produced, expensive beer advertisements.

A couple of years ago I turned in my TV for a radio to free myself of the hold that visual media has on our culture. This was a radical step for today's world, but it has paid off.

One thing that glares out at me is the odd relationship between athleticism and alcohol consumption. The significance of the beer industry targeting the sports audience lies not only in this ironic relationship but also in the fact that impressionable young people are watching these sports events as often as adults.

Beer commercials have equated alcohol consumption with attaining the talent of highly trained athletes. How often have you seen a beer commercial which depicts organized

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Aggies washed out by Long Beach, 6-2

By KEVIN LINDSTROM

The Battalion

For the second game in a row, Texas A&M's defense was shaky and the A&M offense couldn't drive in the big runs as Long Beach State eliminated the Aggies baseball team from the College World Series, 6-2.

Long Beach State's pitcher Daniel Choi scattered eight hits and two runs over seven innings Tuesday to end Texas A&M's baseball season.

"I thought their pitcher pitched real well," Aggie head coach Mark Johnson said of the Long Beach hurler. "He's got some interesting stuff that you don't see

every day and he's got good command of it."

The A&M defense made three errors that gave Long Beach a chance to get to Aggie pitcher Kelly Wunsch for six runs on six hits.

"We strung our pitchers out with errors," Johnson said. "We made some mistakes in the last two games that we haven't made all year."

Johnson said Choi was solid on the mound for Long Beach and the 49ers defense was steady.

"He doesn't make back-to-back mistakes," he said. "He's got a lot of poise and a lot of presence out on the mound

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OSU rallies, knocks out Texas, 7-6

OMAHA, Neb. (AP) — Sean Hugo homered to tie the game and Hunter Triplett doubled in the go-ahead run in the ninth Tuesday night as Oklahoma State beat Texas 7-6 to eliminate the Longhorns from the College World Series.

Texas (51-16) built a 5-0 lead in the early innings, but Oklahoma State (45-16) drew even at 5-5 by scoring four times in the seventh.

Texas regained the lead in the eighth when Steve Heinrich scored from third

on a balk called against Oklahoma State pitcher Rob Gaiko. Oklahoma State coach Gary Ward was furious over the call and argued with third-base umpire Tom Jenkins as fans booed.

Hugo got that run back in the ninth when he lined a shot into the netting on the right-field foul pole off Brooks Kieschnick (16-4), selected last week as college baseball's player of the year as a pitcher and designated hitter. Triplett

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Knoblauch reflects on '89, tips hat to '93 team

By MATTHEW J. RUSH

The Battalion

The 1993 baseball squad has battled many tough opponents this year, but the toughest competition has come from a team of the past.

The Aggies of 1989 will always be associated with the best team A&M has ever fielded. However, this title is unfair in the mind of one of that team's marquee names. Chuck Knoblauch was the second baseman of that powerful team which posted a 58-7 record, but their hopes of a trip to Omaha were not fulfilled as they lost two consecutive games to LSU in the Regionals.

Knoblauch, drafted by Minnesota in 1989, said he has not had the opportunity to see an A&M game this year because of travel with the Twins and the lack of television appearances by the Aggies, but he also said there is a simple answer to the question that has overshadowed the 1993 squad all year long.

"There shouldn't really be any comparison," Knoblauch said. "It's cut and dry, the '93 team is in the World Series and we never got out of the Regionals."

Knoblauch, who has an impressive list of Major League credentials including the Rookie of the Year award and a World

Championship in 1991, pointed to the strength and depth that the pitching has provided for the '93 team.

"Nothing against the '89 pitchers, but when two of the three pitchers go in the first round of the draft, that should say something about their strength," he said.

As far as the LSU jinx that has seemed to plague the Aggies year after year, Knoblauch said he had no bitter sweet memories when watching the replay of Sunday night's loss.

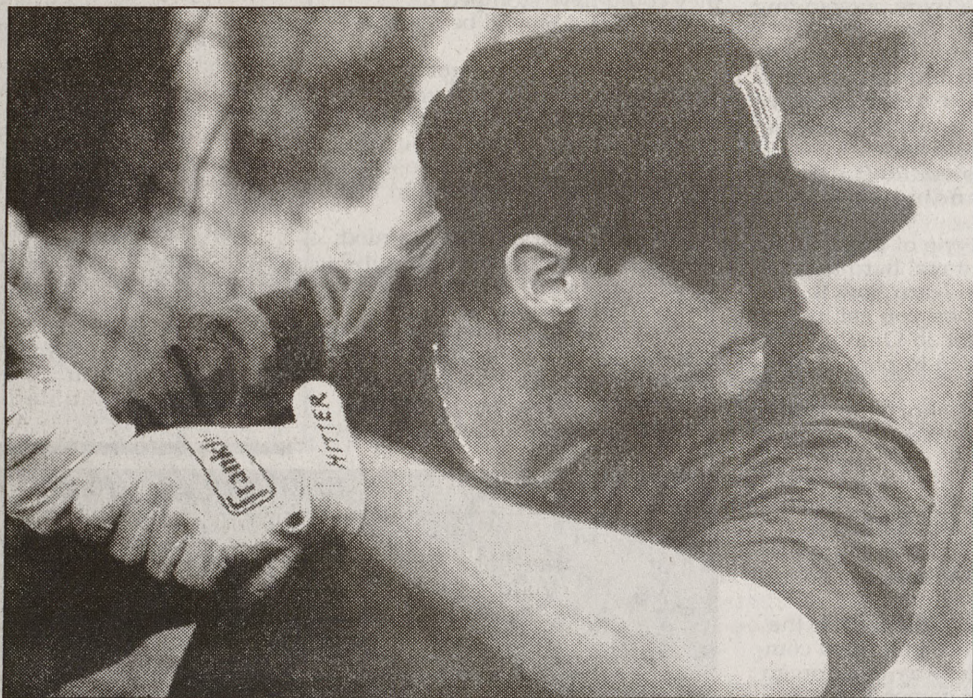
"I'm very happy to see them make the World Series, and it makes the school and the program look good," Knoblauch said. "With the things that I've accomplished after that year, I really have no regrets about losing in 1989."

"As far as playing at Olsen, I miss the atmosphere and getting fired up for individual games," Knoblauch said. "In the majors, it's hard to play 162 games at that constant emotional level, but overall, I miss the atmosphere."

Knoblauch sees some similarities between the big leagues and his days at A&M, specifically in the coaching.

"They (Tom Kelly and Mark Johnson) don't miss a beat and are always aware of what is going on," Knoblauch said. "The

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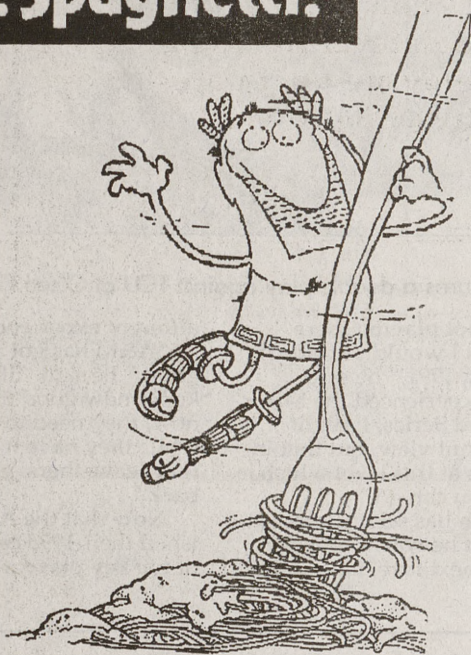
MATTHEW J. RUSH/The Battalion

Former A&M second baseman Chuck Knoblauch takes in some batting practice before Minnesota's game against Texas Monday.

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