



# from the editor

*E. Garry Hill*

IN A NUTSHELL, EDMONTON WAS GREAT! While I look forward to the pleasures that the stagings of the next two editions in the major European capitals of Paris and London will bring to athletes and fans, I have to say that Edmonton was the perfect kind of city in which to stage a World Championships.

A few years back, the IAAF came up with a list of criteria that potential WC hosts should meet. Among them was a population of more than a million. Thank goodness that stricture has fallen by the wayside. Given the choice between a city that's too big for the meet (see Tokyo '91) or one that's "too small" (see Göteborg '95), I'll vote for the small one every time.

Better yet, I'll vote for one like Edmonton, which was just right. Big enough to have some life and creature comforts, and to put a significant number of bodies into a large stadium. But small enough that virtually everybody in town knew about the meet, and really cared about it. For a friendliness and eager-to-help score, the Albertans racked up a perfect 10. That attribute alone goes a long way towards erasing any negatives which might crop up. But for the Edmonton the question has to be, "What negatives?" There weren't any.

If you want negatives, you need only think about potential U.S. hosts for a World Championships. Would it surprise you to learn—despite a good bid from Stanford a couple of years back—that there isn't a single site in the most powerful sporting nation on the planet that has a facility that's currently ready to host the Worlds? None. Nada. Zip. If I'm wrong, please let me know. But you have to come up with a site that has these attributes (at least):

- A "major" population center with good international air access.
- A 50,000-seat stadium with state-of-the-art jumbo screen(s).
- At least 8 lanes of 48-inch width, surfaced in the last 2-3 years.
- The infield can't be crowned or synthetic.
- There has to be an adjacent full-sized track facility to serve as a warmup area.

Add the need for government support and a TV package and you'll see why the U.S. has yet to be a host. The perfect international-meet American city remains an elusive dream.

SPEAKING OF PERFECT CITIES FOR STAGING MEETS, *T&FN* has exciting news for you out of Eugene, the quintessential city for a domestic meet. We're proud to announce that a resident of that fair Oregon locale has been named our new Advertising Director. His is a name that should be very familiar to readers of the magazine. We're speaking of Tom Jordan, whose first tour of duty with us in the mid-'70s and early-'80s found him working in both the editorial (as Staff Writer) and business (as Assistant Publisher) departments.

For many years now he has been co-director of the wildly successful Prefontaine Classic, serves as an officer of the World Masters Association and has been part of the T&FN Tours management team at major internationals.

Well known and respected by athletes, managers, journalists and federation officials alike, in addition to those in the business world, he'll be a great addition to the T&FN team. Befitting the modern cyber-world, Tom will keep his home base in Eugene and retain his meet-direction roles there. Welcome back, Tom!

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