



# Our Mission

- **Our goal at Sports Life Magazine** is to be a different kind of sports magazine. We do not involve ourselves with negative, slanted, opinionated, or biased reporting. We firmly believe in giving the athletes, sports figures, and sports experts a proper forum to speak their mind without judgment. We let them tell their stories in their own words. We encourage them to share their truths, their inspirations, their fears, and anything else they want to get out in the open. We are bringing the human element back to sports. Our writers do not interject their own biases or opinions. You will very rarely find the word “I” in one of our featured stories, as it is not about what the SL staff thinks. We let our subjects tell it like it is. In short, the “good guys” have arrived!
- **Sports fans and readers** – are tired of negative stories filled with unfounded, false accusations, or unwarranted personal opinions. They would rather read professionally written pieces that reflect what the athletes and experts say. We believe that it is time for objective, fair reporting to return to sports media coverage. Sports fans want to read real stories about their favorite athletes in their own words, speaking from their heart. They want to hear what is really going on behind the scenes from the true experts. Sports Life is all about what is real and what is positive in sports today.
- **Athletes and experts** – speak their minds honestly, without fear of being judged or ridiculed by the writer. We vow to focus on our subject’s positive contributions to the sport and to society. We share with our readers what motivates and drives the athletes. We expose what they really think, what they really feel and why. We strive for our readers to get to know the athletes, teams, and sports better than they could have ever imagined.
- **Our writers and journalists** – walk away from negative, tabloid style reporting. That type of writing completely goes against our core beliefs and you will never find any of it in our magazines. You won’t find stories with the writers offering their own personal feelings and thoughts with phrases that begin with, “I think” or “I feel”. Our writers do not try to manipulate our readers with their own personal slants on stories. And we certainly do not ever engage ourselves in unfair slamming of an athlete, coach, team, organization, or expert to try and garner attention or sell magazines. Only honest and factual analysis will be given. True, fair, professional sports journalism allows the reader to draw their own conclusions and judgments without influence from the writer. This is what Sports Life is all about. We report the facts.