

The Sweet Science Is Alive, And Free

Written by Michael Woods
Monday, 02 April 2007 19:00

To paraphrase Mark Twain, the reports of the death of TheSweetScience.com have been greatly exaggerated.

Are we leaner? Yes.

But we are not dead, in any way, shape or form.

Think of it in terms of, we were toiling at 168 pounds, and we've decided to drop down to 154 pounds.

We'll still have extensive coverage of West Coast boxing action from David Avila, while Michael Woods will file copy focusing mainly on East Coast action. We've lured young climber Jason Gonzalez, from another web outlet, into the fold as well. Another young talent, a newcomer by the name of Mike Lynch, will soon be providing content to us.

Yes, we do believe that we still have some pop left at 154.

You may have noticed that TSS recently experimented with a "pay model," in which we'd be asking readers to pay for a subscription in order to read TSS material.

Despite what web surfers have come to expect, there is no such thing as a free lunch, as it takes significant amounts of money to keep a website such as TSS afloat. So, the publisher hoped that readers would understand this reality, and help chip in to defray costs. At this time, we aren't going to attempt to secure advertising money from promoters and broadcast entities, nor will we rely almost exclusively on content from unpaid "writers," as some other sites rely on.

But readers have come to expect, in the last decade, that web content should be free. So we listened to their feedback, and thus, we are back to a "free model." If you signed up for a subscription, send an email, and your money will be refunded.

In closing, keep your wallet in your pants, and continue to read about the Sweet Science on TheSweetScience.com.