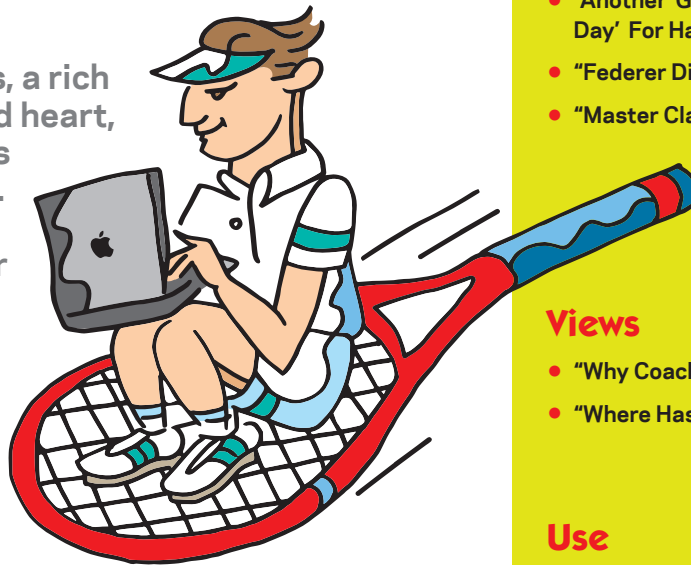


We Watch & We Play

Tennis sits at a crossroads like none in the world - of sports, of culture, of body, of mind. Its zealous community embraces the desire to take in excellence — and pursue it. There's a craving to witness - and a relentless desire to participate.

This is tennis - for viewers and players, a rich tapestry of past and present, eyes and heart, mind and body. No writer occupies this intersection the way Joel Drucker does. As one former world number one told him, "You and your questions. With your racquet, with your pen, you just can't stop wanting to know about tennis."



Texture

Pro tennis is where it starts and ends, with the world's best players — their struggles, styles, matches and journeys around the world, decade after decade. We dig into their tennis and uncover them as athletes and individuals — highly skilled, profoundly human, with tales from their matches and the backstories of their lives.

Play

Watch a football game and leave it behind. Not tennis. Tennis lovers live the game 24/7. They seek knowledge from the sport that they can bring to their own lives — as athletes, as friends, as people. I know this because I have spent more than 40 years as one of them, embedded in their world. Most of all, these men and women are participants in shaping their own stories.

Watch

Spectators thrill to see these greats in action. Who are these spectators and what draws them to the tennis and the cauldron of competition? What are they seeing when they watch the game? What matters to them — technique, emotion, artistry? How do they appreciate the various venues that circle the globe? What compels them to wake up past midnight, drive hundreds of miles to watch practice?

Meaning

It adds up and it multiplies. It is the lure of the eternal, twined to the sport's rich past - colorful players, memorable matches, rivals, mates, friends and foes, on dirt and grass, indoors and out, across the planet, across space and time, as we watch and as we play.

BRINGING IT TO LIFE

News

- "Another 'Groundhog Day' For Halep"
- "Federer Dissects Yet Again"
- "Master Class from Novak"



Views

- "Why Coaching Is Silly"
- "Where Has the Volley Gone?"



Use

- "The Court Where I First Tasted Blood"
- "Why Federer Wins Ugly — And What That Means To You"
- "The One That Got Away — The One That Made My Day"



Muse

- "The Roots of Rafa"
- "Chris Evert Created Modern Tennis"
- "The Lleyton Legacy"



When

- Grand Slams
- Indian Wells
- Hall of Fame Week, Laver Cup, Tennis Fantasies
- 2x monthly column
- special features - current, historic participatory, instructional



Playing It Out

- stories
- live sideline blogging
- podcast
- interactive webinars

