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The Commercial Appeal in Memphis, Tenn., uses free access to AP-owned images in the photo archive to create slide shows on its Web site. John Sale, assistant managing editor/visuals, says the newspaper has been using the AP archive frequently for years, sometimes combining historical photos with graphic elements to commemorate anniversaries or holidays, such as Memorial Day. Recently, when the newspaper learned that Allen Iverson was signing with the Memphis Grizzlies basketball team, Sale found more than 2,000 photos of Iverson in the AP archive and quickly put together a fun slide show of the basketball great from over the years. The online gallery had 15,000 views, which is up to four times more than the newspaper usually receives for its daily photo gallery. Sale also used the images to put together a panel of photos for the newspaper's sports section front.

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THE COMMERCIAL APPEAL | THURSDAY, SEPTEMBER 10, 2009 | COMMERCIALAPPEAL.COM

'All I want to do is win'

Iverson, Griz agree to add mercurial guard to this year's roster

By RONALD TILLERY
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Of the three Grizzlies officials in the room, coach Lionel Hollins talked the most.

Hollins wanted to get across numerous points to Allen Iverson. The 34-year-old, 13-year NBA veteran sat on the other side of the table but didn't just listen. Iverson had plenty to say, too, during a dinner meeting Monday in Atlanta.

What began as a July long shot and had transitioned into a frank discussion about philosophy on Labor Day ended Wednesday with Iverson and the Griz agreeing to an improbable basketball marriage.

The Griz will introduce Iverson at 11 a.m. today in FedExForum. Iverson's one-year deal is worth roughly \$3.5 million and has several team-based incentives.

Iverson's pay can increase with the amount of wins the Griz rack up. His highest-paying bonus is tied to a Grizzlies playoff berth.

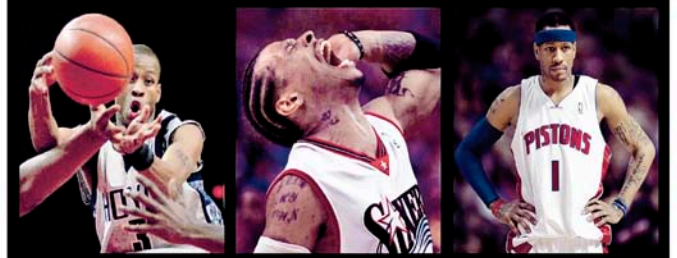
There are no individual incentives in the contract.

There is no doubt, though, that Iverson represents the biggest player acquisition in franchise history. He'll bring superstar and box-office appeal, and what Griz owner Michael Heisley considers a nice dilemma for Hollins.

Just how does Iverson fit into the Grizzlies' direction?

Hollins says everyone involved is philosophically in agreement on doing whatever it takes to win.

"The issue will be playing time and how he will be utilized."



The Commercial Appeal found more than 2,000 photos in the AP archive that it could choose from to create an [online photo gallery](#) of basketball great Allen Iverson. [Click here](#) to see the full layout of the Commercial Appeal's sports page.

"The AP photo archive has been an incredibly useful tool for The Commercial Appeal."

John Sale
Assistant Managing Editor/Visuals
CA Media

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