**IST 263 Project Milestone 2 – Copy Document**

Note: In the “actual page text” section I am expecting you to write every bit of text that will appear on the page. If you write an outline or samples you should expect to receive a 0/10 on this assignment.

**Name**: Julian Frucht

**Description (From Milestone 1)**:

My website will be called “The Official Guide to Knicks History” and highlight iconic players and moments throughout the history of the New York Knicks. The website will feature great players spanning from Richie Guerin in the 1950s and ‘60s to Jalen Brunson in the 2020s, as well as memorable moments such as when Ossie Schectman scored the first basket in NBA history for the Knicks in 1946, the team's two championships in the 1970s, and their first Eastern Conference Finals appearance in a quarter-century in 2025.

**Home Page**

**Short Description**

The home page will feature this image of the crowd at a Knicks playoff game, with a headline that says, “Where Icons are Born.” It will also feature a short paragraph that explains the purpose of the website and the content viewers will see. I will also have quick links to the other two pages, which are “IconKnick players” and “IconKnick moments.”

**Actual Page Text**

WHERE ICONS ARE BORN:

Welcome to The Official Guide to Knicks History, a study guide for New York Knicks fans! You can find the Knicks’ greatest players in team history on the IconKnick players page and a timeline of the greatest moments in Knicks history on the IconKnick moments page.

ABOUT THE NEW YORK KNICKS:

The Knicks were one of the 11 original NBA franchises that played in the league’s inaugural season in 1946-1947. The team’s two championships came in 1970 and 1973, and they have five other NBA Finals appearances. The team currently plays at Madison Square Garden in Midtown Manhattan, and its rivals include the Boston Celtics, Philadelphia 76ers, and Miami Heat.

WHY SHOULD I WATCH THE CURRENT KNICKS?

* After reaching the Eastern Conference Finals for the first time in a quarter century in 2025, the Knicks have championship aspirations heading into the 2025-2025 campaign.
* The team is led by superstar point guard and reigning NBA Clutch Player of the Year Jalen Brunson, and features a supporting cast highlighted by 5-time All-Star and 3-time All-NBA center Karl-Anthony Towns.
* Under new Head Coach Mike Brown, the team is expected to play with a fast-paced, team-oriented offensive scheme.
* With new additions such as Jordan Clarkson and Guerschon Yabusele, the team turned its thin bench lineup into a strength, and the Knicks are expected to have nine to 10 strong contributors in the rotation throughout the regular season and into the 2026 playoffs.

**Page 2**

**Title:**  IconKnick players

**Short Description**

The 2nd page, “IconKnick players”, will highlight the greatest players in Knicks history, who will be ordered chronologically. For example, the 1970s will feature Walt Frazier and Willis Reed, the ‘90s will highlight Patrick Ewing, and the 2020s will highlight Jalen Brunson. I will show the players’ statistics and accomplishments, and I will include a picture of each player.

**Actual Page Text**

Below is a list of the Knicks' greatest players throughout their entire history!

**Carl Braun (Guard)**:

* Braun played 12 seasons for the Knicks from 1947 to 1961, excluding two seasons missed due to military service. In his Knicks career, he averaged 14.1 points and made the All-Star team five times.

**Harry Gallatin (Forward):**

* In 9 seasons with the Knicks from the late 1940s to the late 1950s, Gallatin averaged 12.7 points and 12.1 rebounds. He made seven straight All-Star games in the ‘50s and played a key part in New York’s finals appearances in 1952 and 1953.

**Willis Reed (Center):**

* Regarded as one of the greatest Knicks of all time, Reed spent his entire 10-year career with the team from 1964 to 1974. He averaged 18.7 points, 12.9 rebounds, and over a block for his career. He made seven all-star teams, but is best known for winning Finals MVP in each of the Knicks’ only two championship seasons in 1970 and 1973. “The Captain” is famous for playing through an injury in game 7 of the 1970 finals against the Los Angeles Lakers and providing a spark that led to the team’s first title.

**Walt “Clyde” Frazier (Guard):**

* Also regarded as one of the greatest Knicks of all-time, Clyde spent 10 seasons with the Knicks (1967-1977), and the seven-time all-star averaged 18.9 points, 6.1 assists, 5.9 rebounds, and almost two steals. He had arguably the greatest performance in Knicks history in Game 7 of the 1970 finals, when he delivered 36 points and 19 assists to bring New York City its first NBA championship. He is a basketball Hall of Famer as a player and broadcaster.

**Bernard King (Forward):**

* King spent just four seasons with the Knicks in the 1980s, but is remembered for his iconic 1984-1985 campaign, in which he led the NBA in scoring with 32.9 points per game. On January 31 and February 1, 1984, he scored 50 points in back-to-back games against the San Antonio Spurs and Dallas Mavericks. King also scored 60 points on Christmas Day in 1984 against the New Jersey Nets, a Knicks record at the time.

**Patrick Ewing (Center):**

* The first pick in the 1985 NBA draft, Ewing is considered one of the greatest Knicks of all time and spent the first 15 years of his career with the team. He stuffed the stat sheet, averaging just under 23 points, over 10 rebounds, just under three blocks, and a steal, and he is the Knicks’ all-time leader in countless statistical categories. In 1994, he led the team to its first finals appearance in over 20 years.

**Allan Houston (Guard):**

* Known for his smooth jumper, Houston averaged 18.5 points in nine seasons with the Knicks from 1996 to 2005. He had two All-Star appearances and helped the Knicks make history in 1999 by becoming the first eighth seed ever to reach the NBA Finals. This is the team’s most recent finals appearance.

**Carmelo Anthony (Forward):**

* One of the greatest scorers in NBA history, “Melo” played seven seasons for the Knicks in the 2010s, during which he averaged just under 25 points, along with seven rebounds. Anthony won the NBA scoring title in the 2012-2013 season and led the Knicks to a 54-28 record. On January 24, 2014, Melo scored a Knicks and Madison Square Garden record 62 points in a win against the Charlotte Bobcats. Despite Anthony’s lack of team success in New York, being from Brooklyn, he is widely considered a New York basketball icon.

**Jalen Brunson (Guard):**

* Brunson is largely credited with leading the Knicks’ revival in the 2020s, and in three seasons with the team so far, he has averaged 26.4 points and 6.7 assists. He has been named an all-star twice, and in 2025, he led the team to its first Eastern Conference Finals appearance since 2000. With the two-time NCAA champion leading the way, Knicks fans have a lot to be excited about over the next few years!

Which IconKnick player is your favorite?

**Page 3**

**Title:**  IconKnick moments

**Short Description**

The 3rd page, “IconKnick moments,” will highlight the most memorable moments in Knick history, such as their two championships in the 1970s, their two finals appearances in the 1990s, and their first Eastern Conference Finals appearance in 25 years in 2025. The page will also include links to the first two pages. I will also include a picture of each moment.

**Actual Page Text**

Below is a list of the greatest moments in Knicks history!

**May 8, 1970: The Knicks win their first championship:**

* Behind Willis Reed battling injury and scoring the first two baskets of the game, and Walt “Clyde” Frazier’s 36 points and 19 assists, the Knicks defeated the Lakers, 113-99, in Game 7 of the NBA Finals at Madison Square Garden, marking the first championship in franchise history. Reed took home the Finals MVP award as the Knicks took down a team featuring three all-time greats in Jerry West, Wilt Chamberlain, and Elgin Baylor.

**May 10, 1973: The Knicks win their second championship:**

* Almost three years to the day after their first championship, the Knicks defeated the Lakers in Los Angeles, 102-93, to win their second title, this time in dominant fashion, four games to one. Earl “The Pearl” Monroe (23 points) and Bill Bradley (20 points, seven rebounds, and five assists) led the way for New York, and Willis Reed was awarded his second Finals MVP. The special 1973 team featured six Hall of Fame players: Walt Frazier, Willis Reed, Dave DeBusschere, Earl Monroe, Jerry Lucas, and Bill Bradley. The legendary Red Holzman was also inducted as a coach.

**May 25, 1993: The Dunk:**

* In Game 2 of the Eastern Conference Finals against the Chicago Bulls, guard John Starks dunked the ball over Michael Jordan, the best player in the NBA at the time and arguably the greatest ever. The Knicks won the game to take a 2-0 series lead, but the Bulls won the next four games on the way to their third straight NBA title.

**June 5, 1994: The Knicks advance to their first finals in over 20 years:**

* On a summer day in New York City, Patrick Ewing led the way with 24 points, 22 rebounds, and seven assists, as the Knicks defeated the rival Indiana Pacers 94-90 to earn a trip to the finals for the first time since their championship in 1973. Unfortunately, the team fell to the Houston Rockets in seven games.

**May 16, 1999: Allan Houston sends the Heat Home:**

* In a winner-take-all game 5 of the first round, Allan Houston hit a game-winner with under a second left. It was a floater from the free throw line that took a bounce off the rim and backboard before falling through the net. The Final score was 77-76, and the Knicks became just the second 8th seed in NBA history to defeat the one seed in the first round of the playoffs.

**June 5, 1999: Larry Johnson’s 4-Point Play:**

* At Madison Square Garden, the Knicks trailed game 3 of the Eastern Conference Finals 91-88 with under six seconds remaining, before Johnson nailed a 3-pointer, was fouled, and made the free-throw to give New York a 92-91 win and a 2-1 series lead. The Knicks went on to win the series 4-2 and became the first 8th seed ever to reach the NBA Finals.

**February 10, 2012: Jeremy Lin takes down Kobe and the Lakers at MSG:**

* In the midst of “Linsanity,” when Jeremy Lin turned from a bench player to a star for the Knicks, his next opponent was the Los Angeles Lakers, led by the legendary Kobe Bryant. Lin continued his all-time run with 38 points and seven assists, as he out-dueled Kobe (34 points) to lead the Knicks to their fourth straight win.

**January 24, 2014: Melo Scores 62:**

* Carmelo Anthony’s 62 points against the Charlotte Bobcats is the Knicks’ record for points scored in a game, and he passed Bernard King’s former 60-point record from Christmas Day in 1984. It is also the highest-scoring game at Madison Square Garden, a record that Kobe Bryant previously set when he scored 61 against the Knicks in 2009. Melo shot 23/35 from the field, 10/10 from the free throw line, and nailed six three-pointers. He also scored an electrifying 37 points in the first half, including a half-court buzzer beater to end the second quarter.

**May 16, 2025: The Knicks Advance to their first Eastern Conference Finals in 25 Years:**

* On a spring night in New York City, the Knicks dismantled the defending champion Boston Celtics 119-81 to advance to the Eastern Conference Finals for the first time since 2000, in a game where four of their starters scored over 20 points. New York was the heavy underdog before the series started, but after stealing each of the first two games in Boston in thrilling fashion, the team did not look back on its way to a six-game series win.

Which IconKnick moment is your favorite?