

McCartney Multimedia Newsletter

**McCartney™**



McCartney.com Newsletter, October 2004

**Events**



Yes, folks it's Oktoberfest !

(Photo of Ruth with Charly and Maria Temmel)  
Governor Arnold Schwarzenegger's blood brother, founder of the legendary Austrian Eatery "Schatzi" in Santa Monica, California.

Charly Temmel is also the inventor of the World's best ice cream. So, next time you're in San Mo please stop by and say: "Kuess Die Hand!"

[Visit Schatzi online...](#)

**Upcoming Events**

Ruth will be speaking at the Voodoo Music Fest in New Orleans. Stay tuned for pics and sounds from the Big Easy.

**In Development**

**Web**

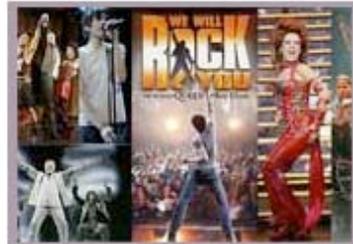
John Cleese and his Lemurs continue to build towards a 10/27/04 release date of his official website: [www.thejohncleese.com](http://www.thejohncleese.com). Don't miss the site launch, sign up for launch notification and other goodies.

Legendary Blues / R&B and Soul Artist Billy Preston is about to launch his brand new web site at: [www.billypreston.net](http://www.billypreston.net). Billy is working on completing 5 new albums with never before published material. Stay tuned for more info... Sign up here...

**E-Marketing**

Caesar's Palace, Las Vegas selects McCartney as digital Agency producing NetSpot campaigns for "We Will Rock You" the musical, Celine Dion and Elton John.

You can find out more about these interactive campaigns on our [company products page](#).



**WE WILL ROCK YOU**  
*promoting musical*

Paris Las Vegas wanted a more dynamic way to promote their high-energy rock musical than the usual text and graphic offering. Check it out—this NetSpot will definitely rock you.

**Music**

Got Country ?

Attention Music Writers / Composers! Country Music Cutie Erin ([www.erinmusic.com](http://www.erinmusic.com)) is looking for songs for her upcoming US CD release. So if you have something laying around that could pass for a decent Faith Hill or Shania Twain Country / Pop crossover track, please submit your material to:

McCartney Multimedia, Inc.  
C/O Erin 322 Culver Blvd, Suite 124  
Playa Del Rey, CA 90293  
(all submission are non-returnable)

**iFanz Newz**

iFanz Recordings now offers international digital distribution through the Apple iTunes Music Store. European Countries large and small from Luxembourg to Germany Czech Republic to the U.K. can now sell legal downloads to the iPod community.  
More info at: [www.ifanz.com](http://www.ifanz.com)

**Good Cause**

Our Art Director, Peter is doing a charity thing for the Muscular Dystrophy Association. The marketing gimmick behind it is that they're going to "lock him up" so he needs to raise bail:  
<http://www.mdalockup.org/bailpage.aspx?j=5066>  
All funds donated go directly to Jerry's kids.

**Recipe Du Jour**

**EZ Baked Salmon**

Salmon Steaks cover with Honey Mustard, French Fried Onions, Chopped Walnuts which have been coated in Maple Syrup. Bake on greased cookie sheet top rack at 350 degrees fahrenheit for 18-20 minutes. Shine like a star ! (Thanks to Jim and Cathy Tonkin)

**Retro Music Download of the Month**

My Sharona (The Knack)

(Click the link to download the song directly into your iTunes Library.)

**Joke of The Month**

What do the patrons yell in an Afghani Gentlemens Club ?

"Show Us Your Face !"

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McCartney Multimedia Newsletter

**McCartney™**



McCartney.com Newsletter, November 2004

**Upcoming Events**

**A Night of the Blues**

November 11th, 2004 BB King's Cafe Universal City Walk 8:30 pm with International Award Winning Guitarist Marino. Proceeds from this special evening benefit the following charities: Angels on Earth and Team Vico. Both Foundations help to heal, educate and enlighten children across America.

**Awards**

Awards this evening will be presented to: RUTH McCARTNEY of McCartney Multimedia. Ruth will receive the ANGELS ACROSS AMERICA Award in recognition of her continued support of the Angels On Earth Foundation. MARINO DE SILVA, President and Founder of Angels On Earth. Marino will receive the TEAM VICO PLATINUM AWARD in recognition of his continued support for autistic children.

For more information on this event / tickets please contact [info@angels-on-earth.us](mailto:info@angels-on-earth.us)

**Events**



**Ray Charles Tribute Concert at Staples Center, Los Angeles**

Now here was a star studded event. In honor of Ray Charles, L.A.'s finest musicians and actors came out to dedicate a 2 hour show (taped for television) to musically celebrate the life and legacy of "Brother Ray". Besides some amazing music performances there was also a multimedia preview of the upcoming release of the movie "Ray" starring Jamie Foxx. The "Ray" project started as an independent movie and just recently got picked up by Universal.

Obviously, there were no cameras allowed but here is the star line up for that evening. Presented by Jamie Foxx among the artists and performers were:

Tom Cruise, Bruce Willis, Reba, Kenny Chesney, Regina King, B.B. King, our own [Billy Preston](#), Mary J. Blige and many, many more...

We at mccartney.com want to encourage all Ray Charles fans to support the Ray Charles Foundation. You can find more information about the [Ray Charles Foundation here...](#)

Farewell Brother Ray..

**"The world lost a great musician, heaven gained a maestro"** (Rev. Jessie Jackson.)

**On the Road**

**Voodoo Music Fest (EconoMixx) in New Orleans, LA**



At the Voodoo EcconoMixx which was hosted very kindly by [Adams and Reese LLP](#), and their crack attorney Bill Kelly, Ruth and the other panelists discussed the future of the music industry, in terms of convergence of the *old* music industry model and technology advances. They also opined on how it impacts emerging as well as established artists. Panelists were: Lee Abrams ([XM Radio](#)), Matt Wisdom ([TurboSquid](#)), Scott (The Bullethead) Riley ([eMusic Live](#)), Jon McHugh (Moderator, [Jive Records](#)) Ruth McCartney ([iFanz](#))

Ruth was spotted (backstage in the kitchen at Emeril's on Magazine Street) enjoying a multi course dinner under the excellent supervision of Chef Chris and host Michael Grozier of HOB / Foundation Room.(center)

We want to thank **all** of our generous hosts in New Orleans who made us feel so welcome, we can't wait to get back and discuss, eat, drink and just enjoy life a little more. Thanks, we love you guys !

Bottom line: We had a lot of fun. We also took some very cool pictures of the city and its events. For a complete archive of all our [New Orleans Trip Pics](#) [click here...](#)



**In Development**



**Web**

John Cleese launches brand new web site. Here's a little bit of shameless self-promotion. We are proud to announce that after 6 months of hard work, the McCartney.com team has finished the official web site for John Cleese. [www.thejohncleese.com](http://www.thejohncleese.com) will become John's hub for new content that he is going to produce in the coming months and years. Besides all the generous *free* content that he's giving away on the site, the most exciting features are in the members only area. There is never before published or broadcast material that John has put together for his fans, from poetry and sketches to exclusive audio and video rants, vast family picture archives, this site is truly a treasure chest of information about everything funny in CleeseWorld. It is amazing what he is offering his Fanz for an [individual membership of \\$49.97 per year](#). (Corporate Membership packages also available...)

So, by not giving any graphics or content away here, we encourage you to take [thejohncleese.com](http://thejohncleese.com) for a digital spin !

(The Cleese production team from left to right: Garry, Brian, Christian, Broen, The Master himself John Cleese, Ruth and John and me, Martin taking the photograph...) For a full list of credits

who worked on thejohncleese.com stay tuned we will publish it on our site in the news section.

### **iFanz Newz**

iFanz will launch version 3.0 in early to mid January 2005. The new membership services will include an Online Open iFanz Forum where the Fanz will be able to participate and interact with their favorite stars, and were newcomers will get a chance to showcase their wares to a broader audience. iFanz will also give all their members more web space to upload their photos, lyrics and MP3s. By expanding our features portfolio we hope that the online artist community will continue to embrace iFanz as the only advertising free, one-on-one fan based marketing tool on the web.

More info at: [www.ifanz.com](http://www.ifanz.com)

### **Fun Stuff**

Ever wondered what your name spells in an Anagram ? Check out anagrams.com - you can anagram your name there and get a whole new perspective on the meaning of your life. <http://www.anagramgenius.com/server.html>

### **Ruth's Recipe of the Month**

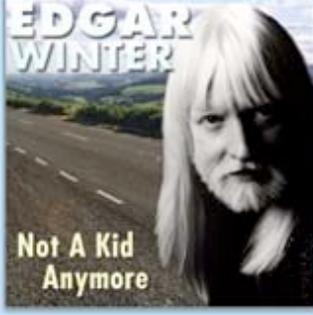
Here's a simple party season appetizer recipe du jour: Bacon Wrapped Enoki with Green Onions, Asparagus and Zucchini: Heat oven to 350 degrees. Lightly grease a cookie sheet. Trim, clean and separate Enoki mushrooms into 6 bunches. Trim and peel the asparagus. Arrange bacon strips on sheet. At a perpendicular angle, arrange the enoki, julienned zucchini sticks, one asparagus spear and some green onion tops. Wrap the bacon to form a bundle. Bake for 7-9 minutes. Remove from oven, drizzle with EVOO and season with kosher salt or grey salt and cracked pepper to taste. Serve with drawn butter or ponzu sauce. Serves 6.

### **Retro Music Download of the Month**

[Free Ride](#) (Edgar Winter)

(Click the link or graphic to download the song directly into your iTunes Library.)

**Here's how it works:** By clicking the link your iTunes will launch automatically and take you to the Music Store. Should you be on a different playlist, all you have to do is click on the "Music Store" within iTunes and from there you can download the track.



**Not a Kid Anymore (2003 Re-Record)**  
Edgar Winter

Release Date: Mar 29, 2004  
Total Songs: 12  
Genre: Rock  
© 2004 iFanz Records

**\$9.99** [BUY ALBUM](#)

Tell a friend 

### **Joke of The Month**

Two Reasons Why It's So Hard To Solve A Redneck Murder

1. All the DNA is the same.
2. There are no dental records.

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Comments, contributions or ideas ? Please email them to: [martin@mccartney.com](mailto:martin@mccartney.com)



McCartney.com Newsletter, December 2004

**Happy Holidays !**

**Happy Holidays from all of us at McCartney Multimedia, Inc and iFanz.com.**

This is a time to reflect, be cheerful and thankful for what we all have received. That just needed to be said. We all love those festive moments during the holidays. Speaking of festive moments...

**NetSpot® of the Month**

Ceasar's Entertainment selected McCartney to produce a NetSpot promoting the legendary **Sir Elton John** at their Las Vegas Strip theatre. This NetSpot features a short montage of the legend's classic hits which he performs in the Vegas show "The Red Piano". The flash style mimics the 60's style mod artwork used in print promotions for the show.



Play the NetSpot by [clicking here](#).

**Events**



**A Night at the AFM**

The McCartney Clan during the AFM (American Film Market) with the Film Commission of North Carolina. From left to right:

**Film Commissioner Bill Arnold**, Angie, Martin and location expert **Joan Alford** with Ruth at Scahtzi on Main in Santa Monica, CA. Visit their website at <http://www.ncfilm.com>

Cafe Universal City Walk 8:30 pm with International Award Winning Proceeds from this special evening benefitted the following charities:

Angels On Earth and [www.angels-on-earth.us](http://www.angels-on-earth.us)

Team Vico [www.teamvico.com](http://www.teamvico.com)

The evening was generously hosted by WFS Financial.

**A Night of the Blues**

Featured the wonderful sounds of [Joanne Tatham](#) and honoured Ruth on November 11th, 2004 BB King's Guitarist Marino



Ruth pictured with Arizona Angel Kerry Dunne

**From The Road**

**LA, Phoenix (Suns / Lakers), Palm Springs, Desert Hot Springs.**

[AK Destinations](#) hosted a getaway at The Sanctuary in Scottsdale, dinner at Michael's in N. Scottsdale and tickets to their new courtside cafe and luxury VIP suite at the America West Arena. A five star faboo time was had by all - our thanks to Gary Pryor and John Coppolino.



On the way back, Ruth and Martin stopped in at their favourite desert restaurant Melvyn's at the [Ingleside Inn in Palm Springs](#) and ran into owner, raconteur and P.S. Walk of Fame Star **Mel Haber**.

Be sure to order the spinach salad with warm bacon and Worcestershire Sauce dressing, and the famous fried Brie and Jalapeño Jelly. Oh, and don't forget to stay the night in Mel's fabulous 30 room Inn next door where Frank proposed to Barbara. That's right - SINATRA! There is a Jazz Jam Session every Sunday night stop by for some legendary folks and toonz.



President Martin Nethercutt hard at work and deep in thought at [Two Bunch Palms](#) in Desert Hot Springs - OBVIOUSLY he is contemplating the 2005 budget. Either that, or he is envisioning his role as the Tim Robbins character in The Player II (where the mud scene was shot in the original for you movie trivia buffs).



**McCartney Client Site of the Month**

Damian Draghici was born in Bucharest, Romania into an extremely distinguished musical family that dates back seven generations. By age 3, Damian had already begun experimenting with a variety of instruments including piano, cymbalum, double bass and drums. At ten, Damian, well versed in music, decided to focus his energies on mastering the pan flute. His prodigious command of the pan flute was realized at 14, with five consecutive first Gold Medal prizes at the National Festival of Romania and live performances on national television. The amazingly talented Damian, multi instrumentalist and international sensation is currently appearing on a blockbuster European Tour.

**NIGHT OF THE PROMS EUROPEAN TOUR**

Other featured artists on this tour are: James Brown, Joe Cocker, Shaggy, Roger Hodgson (SuperTramp), DJ BOBO, John Miles, IL NOVECENTO Orchestra, Fine Fleur Choir and Robert Groslot as Conductor.

Visit Damian's site for more details and a sneak preview of his music at [www.officialdamian.com](http://www.officialdamian.com)



**Fun Stuff**

Go ahead, pat yourself on your own back without having to be a contortionist. Check it out: <http://www.cse.unsw.edu.au/~qeoffo/humour/flattery.html>. It is an automatic flatterer!

**iChefz™ Recipe of the Month**



Chef Michael DeMaria's Blueberry Muffin French Toast with Caramelized Bananas

These delicious muffins are just a PART of the repertoire of Chef Michael's magic kitchen. Visit his web site and learn more about this genius....and his restaurant in Scottsdale, Arizona.

[www.michaelsrestaurant.com](http://www.michaelsrestaurant.com)

**iTunes® Download of the Month**

[Give it Up to Love](#) (Cassandra Delaney Denver)

(Click the link or graphic to download the song directly into your iTunes Library.)

**Here's how it works:**By clicking the link your iTunes will launch automatically and take you to the Music Store. Should you be on a different playlist, all you have to do is click on the "Music Store" within iTunes and from there you can download the track.

**Thought of The Month**

With Tom Brokaw and Dan Rather both announcing their retirement, it caused us to ponder the profession of reporting:

When the media does it, it's called "news coverage." When an individual does it, it's called "*stalking*."

### **iFanz™ Version 3.0 Features**

We are going to showcase iFanz Version 3.0 Features at our next Schmingle event. The official release of version 3.0 will be January 2005. We are thrilled that **Sinbad** has joined the iFanz Clan to enable him to re-activate his already considerable fan list, Join his list at <http://sinbad.ifanz.net> to receive his free "Sinbad Sent Me" newsletters!

If you want to receive our **iFanz Insiderz Newsletter**, [<<< click here to sign up >>>](#)

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