



McCartney.com Newsletter, May 2005

Company News

Welcome to the May 2005 edition of the McCartney.com newsletter.
(created by Martin Nethercutt)

iFanz Version 3.0 launched!

This past month brought big software development news to the company. We are pleased to announce that we just rolled our new iFanz Version 3.0 which features, amongst other things, list segmentation so you can keep different interest groups separate. (Click screenshots below for full screen view). Below is the blast we sent out to our iFanz Memberz.



"iFanz Version 3.0 launched! Welcome to iFanz Version 3.0!

We hope you like your new account home page, which we like to refer to as your member console.

Our programmers and designers have been working literally day and night to bring you the next step in fan-base management software, which will hopefully help you be more successful in defining and growing your career and your list. Although the members' console has changed its look and feel, its functionality has remained mainly the same. If anything, we have streamlined the process for you by cutting clunky corners.

Instead of a hard roll out of the new software, we chose to do a "soft launch", introducing new features over time. There's some exciting stuff to come over the next 3 months.

We're also working on building www.ifanzrecords.com, which will be iFanz' own record label.

More on that in the next [Insiderz' Newsletter](#).

So, we hope enjoy your new environment and if you would like to send us some feedback, please email your comments / suggestions to info@ifanz.com

Thanks.

Your (very tired) iFanz Development Team."

Attention McCartney and iFanz Clients:

We have built a new ticket / queue system for your updates for faster, more accurate service. So, in future update requests for your web site content must be addressed to: updates@mccartney.com.so that the new robot will be able to speed up and direct your requests and track progress round the clock.

New Team Member



Kenny Peake

HD Video Department.

Introducing our newest MMI Team member, Kenny Peake.

Kenny is going to be working in the McCartney HD Video Department.

Stay tuned for his upcoming company projects.

Now Online

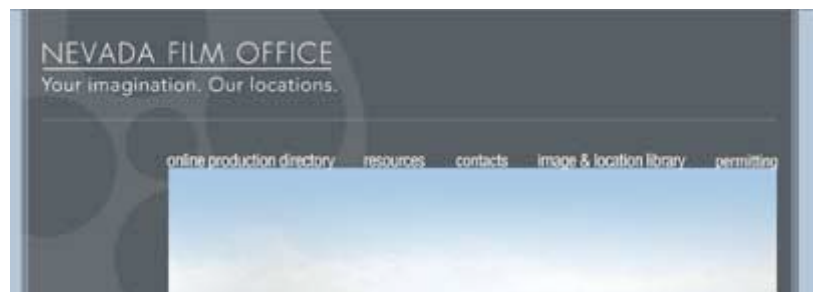
The Nevada Film Office

Your imagination. Our locations.

(visit www.nevadafilmm.com for more information)

The Nevada Film Office web site offers a fresh new approach in how to contact and acquire film permits, location information from a government office.

McCartney Multimedia's task was to take an offline print production directory which contained hundreds of pages of listings for Nevada based production companies, State locations information and put it online in a database format that was easy to use for visitors on the front end and just as easy to maintain



for the Nevada Film Office staffers on the backend. Since listings and addresses for Nevada based companies and services change all the time this database directory driven "smart site" allows for access to up to date information.

"A great team of talented professionals providing outstanding design and the best customer service you'll find anywhere."

Charles Geocaris, Director, Nevada Film Office

Are you looking for a new design approach to get your information out online/offline in a timely, track and reportable fashion ?

Let McCartney Multimedia bid on your next interactive project. [Just click here and tell us about your needs...](#)



Now on Air



[Rikki Klieman](#)

[E!News Michael Jackson](#) Trial Co-Anchor.

Appearing nightly on E!, McCartney and iFanz client, author and attorney Rikki Klieman received her J.D. from Boston University School of Law in 1975 and is currently with the Massachusetts law firm of Klieman, Lyons, Schindler & Gross, where she specializes in criminal trial, appellate practice and civil litigation. Rikki, a regular on the TV hit Las Vegas, also served on the Advisory Committee to the U.S. Supreme Court on the Federal Rules of Criminal Procedure and has been an anchor for Court TV and a legal analyst for NBC's The Today Show. She has been seen on TV in NYPD Blue and in the film A Civil Action, with John Travolta.

Event Wrap Up

iFanz Artists [America](#), Stephen Bishop and [Andrew Gold](#) LIVE in Ventura.



(Photo by [Andrew Frances](#))

At the recent taping of their DVD, iFanzers and long time McCartney.com clients joined together with a sold out crowd at the Ventura Theatre in Ventura, CA for a roof-raising rock n' roll night of classic hits. More news on the DVD release soon.

McCartney NetSpots of the Month

UPN and Fox Online Campaigns

May is sweeps month. If you own a TV, you know that - what with the Paula scandal, the American Idol finals closing in and Simon EVERYWHERE, one might be led to believe we are back in the days of a one-channel system - seems like Fox = Future!



Visionary [Phoenix station](#) guru Jim Girodo believes in the power of e-marketing and NetSpots, and is the first in the field to take the leap into interactive e-marketing. In particular - we are proud to be deploying 8 campaigns for Fox and UPN during May (delivered to [Vin Gupta's infoUSA](#) database) and so far, our NetSpot viewership has beaten expectations by 40%. Thanks to all involved, and "Just You Watch The Best".

(Production Crew: Christian Volquartz, Fee Alvi, Broen Westberg, Ruth McCartney.)

Recipe of the Month

courtesy of iFanz Jazz Artist [Joanne Tatham](#)

My Czechoslovak grandmother made this soup for us every Sunday. Every culture has its own version of a basic boiled dinner, and this was hers. When I was in Vienna, this dish was served to me as "Viennese soup pot." It's easy, low-fat, low-carb (if you skip the noodles) and good for whatever ails you. While it is cooking, it smells divine. Make it on Sunday and enjoy it through the week.

Viennese Chicken Soup

2 chicken breast halves with rib, skin removed

1 lb. short ribs of beef

1 brown onion, peeled

1 tomato

6 carrots, peeled

1 bunch curly parsley

Pinch saffron

Salt



Rinse chicken and beef and place in big stockpot. Add water to cover and then some. Bring to a boil, then add onion, tomato, carrots and parsley. Add salt to taste and a pinch of saffron. Return to boil, then lower heat and simmer, uncovered, for about two hours. Remove and discard onion, tomato, and parsley. Strain soup, if desired, and serve with your favorite type of noodle, and maybe a bit of the meat and carrots cut up in it. Or serve the broth first, and then the meat and carrots on a platter with some boiled potatoes with butter and chopped parsley and maybe some buttered peas.

Joke of the Month

A young executive was leaving the office late one evening when he found the CEO standing in front of a shredder with a piece of paper in his hand.

"Listen," said the CEO, "this is a very sensitive and important document here, and my secretary has gone for the night. Can you make this thing work for me?"

"Certainly," said the young executive. He turned the machine on, inserted the paper, and pressed the start button.

"Excellent, excellent!" said the CEO, as his paper disappeared inside the machine. "I just need one copy..."

iFanz® Artists Newz

The **Digital Diva** now available for download on iTunes !

Ruth McCartney's latest musical release "Digital Diva - Greatest Hits" is now available for download on iTunes. You are currently listening to: "Coat" a Ruth McCartney Classic. Check out the DigiDiva site: www.ruthmccartney.com.

For all the latest information on iFanz, please **sign up** for our **iFanz Insiderz Newsletter** by clicking [here](#).

Now let's see if you are really reading this newsletter. Even the President of the United States listens to iFanz Records Artists, [click here for the whole story...](#)



Digital Diva - Greatest Hits
Ruth McCartney

Add Artist Alert ➕

Tell a friend ➕

Release Date: Mar 01, 2005
Total Songs: 12
Genre: Pop
© 2005 iFanz Records

By Song Only



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