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**Dear Valued SitePal Customer,**

Welcome to the November edition of the SitePal Newsletter!



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### SitePal Technology Used to Deliver TV News



Every weekday, WHO Des Moines, Iowa, TV anchor Erin Kiernan gives viewers a rundown of the top news stories on the station's website, but she never actually appears in front of the camera. Instead, Kiernan delivers the news via a "virtual" anchorperson.

Due to a non-compete agreement that bars Kiernan from appearing on TV (but not the Internet) until next summer, General Manager Jim Boyer decided to turn to [Oddcast's](#) VHost technology to product a digital version of Kiernan.

Since its Nov. 3 debut, the Kiernan "Newsbot" has attracted about 1,000 unique viewers, and Boyer says more than a quarter of those came back for a second newscast that day.

According to News Director Mark Ginther, WHO has been getting calls from other stations interested in their own Newsbots. He says, *"This is a funky, kitschy way to do something different in news."*

[Read the full article.](#)

**Ho! Ho! Ho! SitePal  
Holiday Specialty Models  
Make Great Gifts!**



**Holiday Specialty Model Promotion: Get a Santa and Snowman and Save \$70!**

- Santa Claus Specialty Model was \$69.95 now just \$29.95!
- Snowman Specialty Model was \$49.95 now just \$19.95!



**Create a holiday feel with a Santa hat for your SitePal!**

If you're a SitePal Gold account holder, you'll find a new Santa hat accessory to add to your Dana and Dylan models.

Meanwhile, SitePal Bronze and Silver account holders can get the Santa hat accessory as a bonus if they purchase Dana or Dylan Model from our [Specialty Model Store](#) during this promotion.



**NOTE:** The Santa hat (hat 7) works with Dylan hairs styles 4, 5 and 7 and Dana (hat 4) hair styles 4 and 5.

**Both promotions end on December 31st so take advantage of the savings now!**



## SitePal Helps Make Christmas Wishes Come True



Claus4Kids.com is a website where kids can write to Santa, pick gifts, and receive a personalized letter from the big fella himself!

What's more **50%** of all proceeds go to foster children who don't have families of their own.

According to Mr. Morgese, CEO of the company, using SitePal has been extremely helpful, *"We're getting a great response from children and adults alike. They absolutely love the virtual Santa!! Our page views have gone up a 100% since the addition!"*

<http://claus4kids.com/index.php/santa/index2>

## Updated SitePal User's Guide



The *SitePal User's Guide* has been updated to provide our customers with step-by-step information on how to use SitePal with:

- Yahoo!'s SiteBuilder product
- Register.com's WebSite Now! product

[Download](#) the latest edition of the *SitePal User's Guide*.

For those who haven't read it, the *SitePal User's Guide* tells you everything you need to know about using and getting the most out of SitePal.

## What's New with SitePal? Reduced Stream Pricing & New API Function



We're very excited to announce dramatic price reductions on SitePal Streams!

### New Reduced Stream Pricing:

- 1,000 Streams were \$4.95 now just \$3.95!
- 10,000 Streams were \$39.95 now just \$29.95!
- 100,000 Streams were \$299.95 now just \$239.95!

We've also added some new API functionality for advanced SitePal users:

### New VHost API function:

loadScene - This function allows a programmer to dynamically load *any* SitePal Scene instead of the Scene originally embedded in a page.

**Example:** <http://vhost.oddcast.com/support/examples/API/loadScene/index.html>

The [VHost API Reference manual](#) has been updated accordingly.

### SitePal Newsletter Subscriber Tools

You received this mailing because you signed up to receive the SitePal monthly newsletter.

To manage your subscription, please use the links below. Thank you for your interest in SitePal. Please feel free to contact our [support team](mailto:support@oddcast.com) (support@oddcast.com) if you have any question about SitePal.

Sincerely,

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