

# Fort Frances Times

AND RAINY LAKE HERALD



## Do you know what it takes? Behind the scenes at the Times **Part 4 of 4**

By Debbie Ballard

The Times formed a web department in the very early days of the Internet. The Cummings realized that in order to stay current and relevant, they needed to have a web presence and to offer web hosting and design services.



He's the publisher, Jim Cumming

(Remember there is that thing the publisher has with technology...)

The web guys are all crowded together into one small office in the back, like the poor sister who always gets the hand-me-downs. Don't let that fool you, though. There's a mountain of expertise packed into that small office and a lot of work

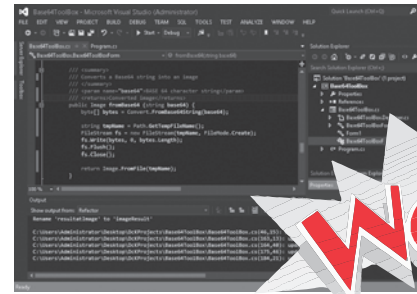
gets done. Right there in that tiny little office is one of the best at custom programming and software development—in fact, he can do just about anything when it comes to programming. Our site designer and graphics guy does just about all the design work using Fireworks, Dreamweaver, Illustrator, and Photoshop. New to their arsenal of skills is **site design for mobile devices.**

Updating client websites and the Times' site is just the tip of the iceberg for this department. One of them is our "computer guy and all-around problem-solver". If anything at all goes wrong, there is a stampede to his desk—even if it's something he can't fix. He surely shakes his head at our ignorance but he takes it all in stride. The newest member of that team is the social media and marketing expert, who also takes care of customer support and training (and any other tech questions you might have).

A SMALL BOX... um, let's call it a metaphor for their office



it's a boy, Henry! Leanne Spry is off on maternity leave.



we in the business call this "responsive design"



this is Code. This is Bram van der Kroef. Bram + Code = WOW



Justin... the Intimidator



This is Linda. She hates getting her picture taken.

Here's Cory. The Hat Guy.

Linda Plumridge heads up the web department. This department has immense assets. Cory Westover, shown above, can whip up any design you could imagine—just give us a try!

Justin Newman, to your left, has magic powers (yes, I know, I said it, magic powers). If a computer goes down, all he has to do is walk in front of that computer and, whamo...fixed.

### Last but certainly not least

is our commercial printing department. This function kind of goes hand in hand with the big newspaper printing thing.



Rosanne Farmer



Tanya Cumming

Two more graphic designers, Rosanne Farmer and Tanya Cumming, handle just about every kind of job imaginable, from business cards to complicated books,

banners and maps. They had that big new digital press running at full capacity in the weeks before the June election (that machine's so complicated, I need an instruc-

speaking of hands... It has been said that southpaws are generally more creative, & make up only something like 10% of the population (but don't quote me on this). Anyway, you might like to know our commercial printing department is made up entirely of lefties. The creativity that flows within their office walls is huge.



With over 40 years of combined experience here's some of what these ladies do.

The Times' lot of lefties: Rosanne, Tanya, Duane, Joey, Murray, Laurie and Bev



Our BIG digital press, almost as big as the web office

ity to get along with others". They are both very capable graphic artists and bring a lot to the table when it comes to designing anything and everything.



brochures, booklets, flyers, business cards, banners & so much more.



All in all it's a great crew of people. Without them, you wouldn't get a newspaper. You can count on your newspaper to keep you up to date on what is happening in your community. We think a community newspaper is a pretty important thing. We're never on the front page but we're proud of what we do here. Thanks for sharing our story.

**The Credits:**  
Written by Debbie  
Designed by Tanya  
Witty comments courtesy of Rosanne, Debbie & Tanya  
Proofing by: Rosanne, Mike, Debbie & Cathy

Just as a footnote (for anyone who is wondering) - we don't have a proofreader any more... she retired, but Cathy does proofread all the ads.