

A healthy diet from MediScene

community, for those who had supported us in our endeavours," says Gihan.

Then, on April 7, 2002, the Sunday Times in-house team took up the challenge of uploading the print edition and since then has continued to do so under web manager Ramesh Kandasamy. In addition to taking on the sole responsibility of having it online and on time every Sunday, he also had the arduous task of designing templates with notepad in html and uploading the Sunday edition into those templates each week — working into the early hours of Sunday morning — an aspect that after all these years still continues.

Today, 16 years later the need for news has not diminished, but the outlets from which to access it have grown and the means by which we do so have evolved to include mobile phones, tablets and so on.

It was these developments and in keeping with the times, so to speak, that led to the setting up of 'Times Online' — a continuously updated news site which is the face of our online edition (www.sundaytimes.lk) at present. Set up July 2008, it offers readers a daily snapshot of the latest happenings. Where previously one had only Sunday's print edition to access throughout the week, we now offer our readers not only local news but world news, sports, business and feature stories as well 24/7. This is in addition to the videos, photos and an interactive graphics gallery (a first in the country for a local news site). For the social media fiends who look to follow us, they can find us at twitter.com/timesonlinelk and facebook.com/TimesOnlineLk.

While we continue to develop our online presence, our emphasis, however, remains the same — to provide our readers with a source from which to access the latest credible news not just through our print edition on Sunday but also through our breaking news reports. And with one of the oldest archives of a newspaper in our possession, its true promise, we believe, will be felt by the generations to come — for whom we would have left, if nothing else, a credible chronicle of a time as we knew it.

Ever so often there is a phone call to the Sunday Times offices from a reader looking to get hold of a back issue of MediScene he/she has missed. Others who have read about a particular health related issue - then after some months of not being able to find the old newspaper ask us to kindly send them a copy. We are happy to oblige. We have collected all the issues, some readers tell us.

MediScene was born in July 2003, a relatively late addition to the Sunday Times family, in response to the growing interest among our readers in health related stories.

Initially published on the first Sunday of the month, 'MediScene' now appears on the third Sunday and has established a loyal readership with its focus on healthy living and blend of medical articles. The articles are diverse; on health issues we come across at different ages- from infancy to old age, various ailments- their prevention and diagnosis, new advances in treatment and fitness tips.

Written with a lay readership in mind, the articles are clear and concise, explaining medical matters sans too much jargon so much so that medical students have been known to consult MediScene and copies of the magazine are often kept in Consultants' lounges at hospital waiting rooms.

Working on MediScene often leaves us exhilarated and sometimes down in the dumps (fearful that our own twinges and pains may be symptoms of a grave illness) but is always a deeply satisfying exercise. Writing for MediScene requires special skills- and our experienced team of journalists, with Deputy Editor Kumudini Hettiarachchi and senior writer Smriti Daniel has, over the years tackled complex stories with meticulous care; so too Deputy Editor Ishika Amerasinghe who handles the design with unwavering dedication and our graphics team of Nalin Balasuriya and Indramurthi Jayasuriya who produce the many graphics that accompany the articles.

These detailed graphics, a hallmark of the magazine, were introduced by our then

Graphics Editor Wasantha Siriwardene.

Many leading doctors also take time off their busy schedules to contribute to MediScene and we are deeply grateful for their continued support.

Now in its ninth year, MediScene is the only regular health magazine issued with a Lankan English newspaper and an integral part of the Sunday Times - your family newspaper.



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