

STV Local gets a relaunch

✘ STV Local started off in Edinburgh at much the same time as The Edinburgh Reporter did. Now they have updated their website adding more photos, videos and introducing a slicker look. They have split their offering into News and Magazine, and now have a dedicated area for video. It seems only right to use all your resources when you have a team of journalists and also a team of camera operators working for the same company, but until now there has not been this apparent integration.

We all tend to report on much the same news here in Edinburgh, but of course different news outlets have different sizes of teams or resources.

So today a relaunch of the websites serving Edinburgh and Glasgow is being undertaken by their publisher, STV, with the help of TV adverts.

The sites – www.stvedinburgh.com and www.stvglasgow.com – will comprise mainly news, going-out information, features and community news and participation and business directory plus events calendar.

Says STV, in a statement:- “STV is committed to delivering accessible services via multi-platforms across Scotland and the decision to create city sites for Glasgow and Edinburgh further reinforces this commitment. As part of the STV Local platform, these sites will offer the opportunity to engage with content on a city-wide level but also for communities within the cities to connect on a more local level.

“With a team of dedicated journalists behind each site, visitors can be promised immediate access to all of the essential info needed to experience the cities to the full and everything they have to offer.”

The TV adverts are based on the concept, 'Everything around you'.

You can see the advert [here](#). Try to identify some of the places they have filmed in Edinburgh!

The statement quotes, David Milne, editor of STV Local, as saying: "The evolution of STV Local has led us to the creation of two city sites for Edinburgh and Glasgow, each aspiring to be 'the voice of the city'. The sites are a natural extension of the Local network and are built around core values, including our passionate belief in community. Our hope is that our Edinburgh and Glasgow sites, with their compelling editorial and video content, will prove essential to those who live and work in these great cities."

P.S. The Edinburgh advert features the Dean Gallery, the Meadows, Grange Cricket Club, South Queensferry and Oloroso...in case you didn't know!