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SOCIAL ENTERPRISE SPARKS LOCAL MEDIA REVOLUTION

Yorkshire-based initiative gathers widespread support from creative community and local residents as it prepares for launch

A 50-strong collective of creative professionals are staging a local media revolution. Launching in Beta on September 1st 2011, One&Other is making its mission to re-inject the relevance, intelligence, charm, beauty and purpose back into the local news agenda and coverage of the region.

Against the backdrop of a broken society, an industry searching for new ideas, and the zeitgeist of community ownership, it is the progressive solution needed to win a new generation of readers and secure the future of local media.

One&Other will also be giving charities and the disadvantaged groups they support a voice and encouraging their readership to lend their support, by donating their time, talent, or professional skill.

Stuart Goulden, Founder of One&Other, says "At the heart of One&Other is a real desire to democratise the news and better serve local communities. Having been purposely ambitious in our aims and rallied the leading creative talent in the region around this cause, we believe we have all the right ingredients to lead the industry into a new way of thinking and towards a sustainable future."

The initial idea was awarded a small grant by UnLtd (a charity supporting Social Entrepreneurs) in June to build the online proposition, undertaken by Digital Agency Breakfast (www.breakfastcreatives.co.uk). Creative Agency *The Beautiful Meme* (www.thebeautifulmeme.com) devised all branding and design on pro-bono terms. The three Directors of One&Other are Stuart Goulden, Vicky Parry, and Ben Osborne.

The first city to have a One&Other bureau is York (www.oneandother.com), with the ambition to be operating (with a daily news and culture website, weekly newspapers, monthly magazines, and regular events) in 7 cities in 3 years. To experienced local media re-imagined for the 21st century, visit www.oneandother.com.

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Notes to Editors

Contact:

If you'd like more information about this topic or One&Other CIC, or to schedule an interview with Stuart Goulden, please call Stuart on 07881811594 or e-mail hello@oneandother.com

About One&Other CIC:

- One&Other CIC is a media brand fit for the 21st century
- One&Other platforms will be the home of local news, culture, and conversations that inspire and empower communities for good
- One&Other is a (currently 50-strong, but growing daily) creative collective consisting of professional journalists, illustrators, designers, photographers, videographers, and hobbyists
- They are piloting in York initially, having launched www.oneandother.com on 01/08/11