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Nintendo Wii Tops List For Best Usage Of Media For 2007

UnderstandMedia.com Releases Annual List of Best and Worst Uses of Media in 2007

LOS ANGELES, CA – UnderstandMedia.com, the online media literacy portal, has officially released the annual “Best and Worst Usage of Media” ranking for 2007.

According to Nick Pernisco, founder and editor-in-chief of UnderstandMedia.com, the organization releases its Best and Worst list each year to show the best and worst uses of media by news organizations, media companies, and non-professional individuals – a fact, he says, many people are interested to know.

“This year we started to see the power of the promised ‘collective intelligence’ brought to us by social networking sites. No longer are we forced to unilaterally accept messages from the media, instead creating our own news and spreading information we feel is important. We also saw the rise of new media devices that will help propel media consumption to the next level in the coming years.”

An advisory board comprised of media educators and media professionals reviewed media uses that span across all media to compile the list. Traditional media sources such as newspapers, radio, and television were considered, as well as new media sources such as blogs, podcasts, cell phones, social networking sites, and video streams.

The best uses of media for 2007 are:

1. Nintendo Wii. Videogames aren’t just for young boys anymore. The Nintendo Wii helped spur a revolution among gamers and non-gamers alike by aiming its product to people who don’t typically play video games, like women and seniors. Not only are the games fun to play, but they also provide both low-impact and high-impact exercise for an otherwise mostly-sedentary population.

2. Apple iPhone. Although similar convergence devices already existed in the marketplace, the Apple iPhone is the first device to bring together mobile telephones, music players, and Internet access in a mass market package. The device has revitalized a sluggish PDA phone market and promises to create huge competition, leading to better devices and better services. This will ultimately mean more portable media access for everyone.
3. Comedy Central's The Colbert Report. Never have politics been so funny, or so mainstream. Thanks to Steven Colbert's humorous take on liberal and conservative politics, in 2007 it was actually cool to be interested in politics. This can only mean more young people will get involved in the political system, especially important in an upcoming election year.

The worst uses of media for 2006 are:

1. CNN/YouTube Presidential Debates. Just because these are real people presenting their questions to the candidates, it doesn't mean these questions are the most important questions. Only 72 out of the 7916 videos submitted were shown to the candidates (34 for the Republican debate and 38 for the Democratic debate). CNN editors chose the questions they would show based in part on how entertaining the video was. So much for representing America's views.
2. TMZ. The exploitative tabloid website and TV show proved once again that celebrity gossip can be more popular than news about war and poverty. TMZ.com's popularity has taken some audience away from CNN and the BBC, causing a frenzy among hard news outlets to focus less on Iraq and Darfur, and more on Britney and Lindsay in order to compete for audience. And although the "ratings" for CNN.com and BBC.co.uk are much higher than those of TMZ.com, TMZ's website has increased its audience over 2007 while the other actually decreased.
3. Facebook. The second largest social networking site faced a maelstrom of protests in late 2007 when it silently introduced a "feature" that alerts users of their friends' recent purchases on partner sites. Privacy groups acted quickly to bring the issue into the media's focus, as did Facebook users themselves who spread the word about this issue across the very social network that caused the problem. While Facebook tried to be Big Brother, the site's "population" wouldn't allow it.

About Understand Media

Understand Media was founded with the sole intention of educating the community about media issues. The founders include college professors and media professionals who believe in providing easy to understand resources for a

wide audience. The site contains original articles, resources, lesson plans, podcasts, videos, and blogs for teachers, parents, students, and anyone interested in better understanding media.

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