

FOR IMMEDIATE RELEASE

January 1, 2007

Contact: Nick Pernisco  
[understandmedia@gmail.com](mailto:understandmedia@gmail.com)  
310-237-3925  
<http://www.UnderstandMedia.com>

## **YouTube.Com Tops List For Both Best And Worst Usage Of Media For 2006**

UnderstandMedia.com Releases Annual List of Best and Worst Uses of Media in 2006

LOS ANGELES, CA – UnderstandMedia.com, the online media literacy portal, has officially released the annual “Best and Worst Usage of Media” ranking for 2006.

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.

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, and video streams.

“The public is increasingly exposed to things in the media that demand their attention. Some of these things contribute positively to society, and some are decidedly negative contributions. Media should be used as a way to spread information to the public, but some media outlets have abused those powers over time. We’d like to shed light on those media outlets that have done a good job at informing the public, and those who only have self interests in mind.”

The best uses of media for 2006 are:

1. YouTube.com – Users chose to use the site for exposing news stories and events not covered by traditional media. Videos of police brutality, celebrity mishaps, and not-suitable-for-TV situations helped provide an outlet for both entertainment and social justice.

2. CBS News – In 2006 the producers of the evening news at CBS thought America was ready for a female news anchor. Katie Couric was selected, not because of her gender but because of her abilities. This marks the first time a mass media outlet has selected a non-white-male for such a job. This move will surely have a positive effect on society's view of women in a powerful position.
3. The Los Angeles Times – In a heated ongoing argument between the LA Times and parent company Tribune Company regarding job cutbacks in the newsroom, Times editor Dean Baquet and publisher Jeffrey Johnson bravely took whistle blowing to a new level when they publicly defied further cuts by publishing their opinion in the Times itself. Although both Baquet and Johnson were forced out over the situation, a strong message had been sent to media conglomerates around the country.

The worst uses of media for 2006 are:

1. YouTube.com – Users flooded the site with copyrighted material that threatened the site's open upload status. Once infringement lawsuits begin to be filed against the video streaming site, user videos will likely be curtailed, virtually eliminating the site's appeal and societal impact.
2. Reagan Books and Fox – OJ Simpson wrote *If I Did It, Here's How It Happened*, supposedly a fictionalized account of how he would have murdered his ex-wife and her friend. Although this would have satisfied the morbid curiosity of some readers and viewers, Fox soon realized the public outcry against this warranted canceling both the book and the TV special.
3. Jyllands-Posten – In 2005 this Danish newspaper published a series of twelve cartoons of the prophet Muhammad, some depicting him as a terrorist. The situation was considered minor until early 2006 when the cartoons were reprinted around the world. Violent and peaceful protests were staged, and the cartoonist's lack of compassion only made things worse. The balance between self-restraint and free speech was tested, as was the fragile balance between violence and peace.

#### About Understand Media

Understand Media was founded with the sole intention of educating the community about media literacy 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.

###