

### 3. MEDIA COVERAGE (Cont.)



**What do you THINK?**

**ADVERTISING STANDARDS**

Recently I have seen an advertisement on the television for Energia Ireland showing a couple outsourcing a grandparent to save energy. I find the advert both ageist and disrespectful to the elderly as well as insulting and demeaning. Everybody knows the important role grandparents play in children's lives and showing this ad is belittling this role. Shame on this for allowing this to be shown.

How do they think people who have recently lost a grandparent or a parent feel viewing this advertisement inferring elderly people are nothing but a burden to society?  
KATHLEEN REID, CO DUBLIN

**KNITTING NEWBIE**

My daughter recently found out that she is expecting and I'm over the moon. This will be my first grandchild and I have just started to pick up

**KNIT ON YOUR LIFE**

I am enclosing two photos of 'Santa's little helper' jacket and boots taken from a knitting pattern in *Woman's Way* (*Woman's Way*, Issue 52, January 6). I really enjoyed knitting it and have since knitted more of your patterns. I loved the pattern of the pink cardigan and bonnet ('*Pretty in Pink*,' *Woman's Way*, Issue 2, January 20). Unfortunately teddy bear had to come to the rescue in the form of a model. I have seven grandchildren, the youngest is two so I couldn't put it on him.  
BERNIE BARRY, CO KILKENNY



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