

18th October, 2011

Re: Enquiry into the future
outlook for the media in Wales.

Dear Anne Jones,

I am very concerned as to
the way the media is portraying
the older person in Wales.

Every day there seems to
be a new advert or comment
derogatory in nature, at the
elder person. Adverts such
as; The Shreddies advert.

The opticians advert. Wonga.

Childrens programmes such
as Dic + Dom, portraying
the elderly in foolish poses
and ridiculing them. Surely
this can't be left to continue?

P.T.O. →

I believe the Welsh Assembly Government should intervene. There should be stricter regulatory bodies and there should be scrutiny boards to enforce them.

Use New Media businesses to promote the elderly. What they have to offer, their wealth of experience, their knowledge. and forge links with the young. The young can be impressionable and if they are bombarded in the media with portrayals of the elderly as having no wits about them, dancing around acting stupid (my interpretation of the age Cwmru advert, and many others too;) then what example are we setting the younger age group.

(2)

I therefore look forward to change and a better future for media in Wales. I would welcome with open arms any organization that praises the talents of the older person, their zest for life and their continuing search for knowledge.

Changes are harder for the older person, yet many have embraced ^{change} the computer, the Internet, web and so on. They communicate with their grandchildren, go on adventure holidays. Do their utmost to keep fit and healthy; yet none of this is in the media.

Please help to promote the older person in Wales. I and my organization are certainly trying to do just that

Yr Hysbyrrwr
Chair, Speak Wales Pensions