

Appendix 1

Media Coverage

The majority of press coverage obtained is local to the events that Dr Rhys Jones attended with a couple of regional mentions via the Daily Post and regional radio.

The following table details the coverage identified by the audience development team with the help of by local press officers/library staff in each authority.

It is likely that there is more media both online and printed that has not been picked up.

The events provide an excellent opportunity for library services to deliver good news stories for their local authority press office – the audience development team will create a guide to generating press coverage for the Phase 3 roll-out events in an effort to maximise these opportunities.

Social Media

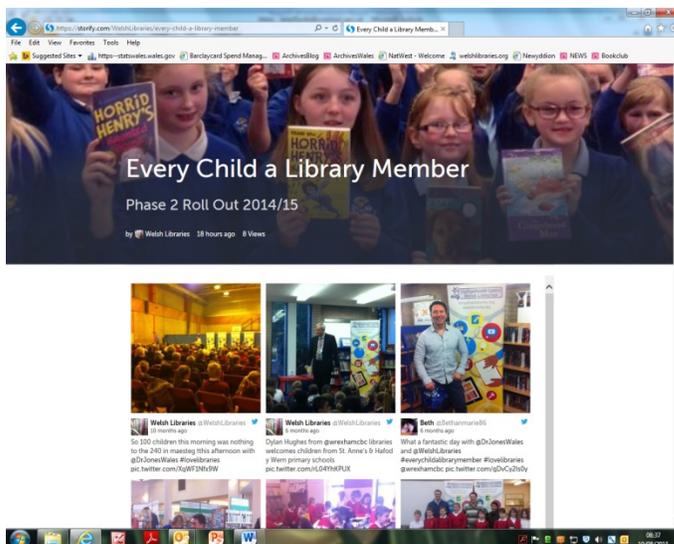
Some of the key figures from the social media coverage are outlined below – a more robust evaluation of social media will be made for the Phase 3 roll-out as part of the communications plan for the project.

#EveryChildaLibraryMember was mentioned **248** times during the roll out of Phase 2

@WelshLibraries Twitter account received **155** retweets about the project and **140** favourites

Total Facebook likes for ECALM posts was **120**

Total Facebook reach for ECALM posts was **4142**



A collection of tweets/mentions about ECALM can be found on Storify:

<https://storify.com/WelshLibraries/every-child-a-library-member>

Recorded media coverage – ECALM Phase 2 Roll Out 2014-15

DATE	HEADLINE	MEDIA	TYPE	SIZE/POS	Interview with / filmed at?
Winter 2014	Every Child a Library Member	Connect	Magazine	1/2 page 350 words plus photographs and artwork	Wrexham Library
31/12/2015	Inspiring children to use the library	Bridgend Gem	Newspaper	300 plus 3 photographs	Bridgend Libraries
10/01/2015	Plan to get kids reading	Daily Post	Newspaper	100 words	Denbighshire Libraries
15/01/2015		Heart FM	Regional Radio		Interview with Dr Rhys Jones at Prestatyn Library
19/01/2015	Free library card for pupils	Daily Post	Newspaper	100 words	Conwy Libraries
26/01/2015	Free library card for Conwy County Pupils	North Wales Pioneer	Newspaper and Online	250 words plus photograph	Conwy Libraries
09/03/2015	TV Wildlife Presenter talks to Gwent Pupils about his love of Books	South Wales Argus	Newspaper and Online	200 words plus photograph	Monmouthshire Libraries
14/03/2015	Dr Rhys Jones at Wrexham Library	Wrexham Leader	Newspaper	25 words plus large photo	Wrexham Library
26/03/2015	Adventures start at the library says TV Wildlife expert	Milford and West Wales Mercury	Online/newspaper	400 words plus photographs	Pembrokeshire Libraries
01/04/2015	Spark a Life long love of the library	Western Telegraph	Newspaper and Online	350 words plus photograph	Pembrokeshire Libraries
May-15	TV Wildlife presenter talks to Gwent pupils about his love of books	South Wales Argus	Newspaper and online	200 words and photo	Torfaen Libraries
May-15	Pupils go wild for book initiative	Pontypool Free Press	Newspaper	250 words plus large photo	Torfaen Libraries
May-15	Automatic Library Card for every Child in Wales	Primary Times	Regional Education Magazine circulated to primary school across Wales	Half page with photo	Phone interview with Dr Rhys Jones for North Wales edition
Summer 2015	Passion for Reading	Torfaen Talks	Council Magazine	250 plus photograph	Cwmbran Libraries

am overwhelmed that my work supporting local SMEs has been recognised on a national level by CLIP.'

The Public Library Awards



Every Child a Library Member

Did you know that children who read for pleasure do better at school?

Wrexham Libraries have pledged to get more children reading for FUN and for life by taking part in Every Child a Library Member. This is an all-Wales initiative that will see free library cards automatically offered to



year 4 pupils (aged 8/9) in the county.

This library card will allow the children to borrow books straight away and give children access to thousands of free books as well as many more resources to help improve their school work and enhance their leisure time.

Ann Hughes, Library Service

Manager in Wrexham, said 'Over 42,000 Welsh children took part in last year's Summer Reading Challenge which ran in 245 libraries across the country. Those children that took part maintained or improved their reading levels and libraries across Wales are hoping to build on this by giving every child the opportunity to use their library to borrow books and access all

Eich allwedd i'ch llyfrgell



Your key to your library

the other services available to them.'

This project complements the Welsh Government's 'Make Time to Read' campaign; just 10 minutes reading a day can make a big difference. Reading books at home will help you enjoy reading and do better at school.

Why not ask if your child's school is registered? For more information please visit

www.welshlibraries.org/schools.

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www.bridgend-today.co.uk

www.porthcawl-today.co.uk

PAGES 20-24 A FESTIVE LOOK AT
HOLTON ROAD

**Shock news on
Council mergers**
Page 10



PICTURED (back row, left to right): Richard Bellinger, principal officer for libraries; Mike Church, local children's poet; Dr Rhys Jones; deputy Mayor, Coun Richard Young and deputy Mayoress, Annette Young – pictured with pupils from primary schools in Maesteg. Photograph by Toby Apperley. (SEE FULL STORY ON PAGE 4).

POLICE CHECKS ON DOOR SUPERVISORS

SOUTH Wales Police, in the supervisors inspected, only two in conjunction with the Security Industry Authority (SIA), failed to comply with SIA licensing conditions by not displaying valid SIA licences while on duty.



INSPIRING CHILDREN TO USE LOCAL LIBRARIES



BRIDGEND Library and Information Service has teamed up with local primary schools to inspire children to use their local library and provide every child aged eight and nine with a free library card.

The 'Every Child a Library Member' project started in March this year with six local authorities piloting the initiative and, thanks to Welsh Government funding from the Department of Culture, Sport and Tourism, a further 25,000 children will now benefit as the scheme is being introduced in 10 more local authorities, including Bridgend County Borough Council. Recently, year

four pupils from local primary schools attended events at the libraries in Maesteg and Bridgend to launch the new initiative and enjoy fun group activities promoting the importance of the library and the opportunities available there.

Champion of this new initiative, Dr Rhys Jones – best known for his hit BBC series including 'Rhys to the Rescue' and 'Dr Rhys Jones's Wildlife Patrol' – was on hand to talk to the children about his adventures and lead them through a creative session.

He said: "Libraries are such an important resource for children - they are a great place for them to

let their imagination grow and to develop and it is vitally important that we encourage our children to read more not only to improve their literacy levels but also to help them with life skills and future opportunities."

Once proof of address is provided, children can have access to thousands of free books; use the computers as well as many more resources to help improve their school work and enhance their leisure time.

For more information about Bridgend Library and Information Service, or the 'Every Child a Library Member' initiative, telephone 01656 754800, or email

library@bridgend.gov.uk

Plan to get kids reading

WELSH libraries and primary schools are joining forces to provide every pupil with a library card.

The initiative is backed by Dr Rhys Jones - best known for his hit BBC series including 'Rhys to the Rescue' and 'Dr Rhys Jones's Wildlife Patrol'.

He'll meet pupils from Ysgol Clawdd Offa, Prestatyn and Ysgol Llywelyn, Rhyl next Thursday who will receive their new library cards and bags to carry their books home.

Bethan M. Hughes of Denbighshire Libraries said: "The scheme targets children in Year 4, and our hope is to ensure that every Year 4 pupil in the county is a library member before the end of the school year."

■ Visit: www.welshlibraries.org/schools

Free library cards for pupils

EVERY primary school pupil in Wales is to get a library card.

Six councils launched the scheme between schools and libraries last March.

Now Welsh Government funding from the Department of Culture, Sport & Tourism has been extended to ten more local authorities targeting another 25,000 children. So far it's helping pupils from 16 council areas including Conwy, Denbighshire, Flintshire, Gwynedd and Wrexham.

After the latest launch in Llanrwst and Colwyn Bay, Cllr Chris Hughes, Conwy's Cabinet Member for Communities, said: "This library card will allow the children to borrow books straight away and get a great bag to carry their books home with them. Once proof of address is provided, they can then have access to thousands of free books and use the computers."



COLWYN Bay Library joined forces with local schools to give children free library cards as part of a region-wide scheme.

The scheme was launched across Conwy county with the help of Dr Rhys Jones, environmental consultant, researcher and broadcaster, with Colwyn Bay library hosting Ysgol Pendorlan pupils on Wednesday, January 14.

Llanrwst library hosted a group of pupils from Ysgol Bro Gwydir on the same day.

The project started in March last year with six local authorities piloting the initiative and, thanks to Welsh Government it has now been rolled out to ten more local authorities targeting another 25,000 children.

Dr Rhys Jones said: "Libraries are such an important resource - they are a great place for children to let their imagination grow and to develop and it is vitally important that we encourage our children to read more not only to improve their literacy levels but also to help them with life skills and future opportunities."

Martin Jackman, deputy head at Ysgol Pendorlan, said: "Getting the children out of school and into the library enabling them to pick their own books and hearing them discuss their favourites is wonderful.

"And if we can encourage all children to use the library it will no doubt have a beneficial effect on how they perform in the classroom too."

Councillor Chris Hughes, Conwy's cabinet member for communities said: "This library card will allow the children to borrow books straight away and get a great bag to carry their books home with them.

"Once proof of address is provided, they can then have access to thousands of free books, use the computers and access lots of other resources."

For more information, visit: www.welshlibraries.org/schools
For more news from across the region visit newsnorthwales.co.uk
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TV wildlife presenter talks to Gwent pupils about his love of books

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AVAILABLE

Dr Rhys Jones, BBC's wildlife expert with pupils of The Dell Primary School at Chepstow library, where he spoke to them and answered their questions on his experience with

First published Sunday 8 March 2015 in News

by Ruth Mansfield

by Chloe Farand

ANIMAL specialist and BBC star Rhys Jones talked to Gwent pupils about the and them to learn

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10:55
09/03/2015

First published Sunday 8 March 2015 in News

by Ruth Mansfield

by Chloe Farand

ANIMAL specialist and BBC star Rhys Jones talked to Gwent pupils about the importance of libraries in developing imagination and encouraged them to learn from books.

The children, aged between eight and nine, spent half a day with the Welsh presenter known for the BBC shows Rhys to the Rescue and Dr Rhys Jones's Wildlife Patrol, as part of the 'Every Child a Library Member' scheme, which encourages childhood literacy.

Dr Jones explained to pupils from Rogiet Primary, Dewstow Primary, The Dell School and Pembroke Primary how books first got him interested in wildlife.

He also told tales of his animal adventures and helped the children to create their own stories.

The events took place at Caldicot library on Friday morning and Chepstow library in the afternoon. The scheme Every Child a Library Member was launched by the Welsh Government in March 2014.

PROMOTED STORIES

through windows on top deck of Newport bus, injuring three people

- 4 TGI Friday's latest restaurant to sign up to Newport's Friars Walk
- 5 Roadworks at junction 28 of M4 expected to start early next year
- 6 TRAFFIC UPDATE: Delays ease after earlier crash on M4 Severn Crossing
- 7 Men bailed as burglary inquiries continue
- 8 Back from the ebola frontline - Cwmbran healthcare workers' story
- 9 Breaking news in Newport and Gwent, Monday, March 9, 2015
- 10 Gwent regional finalists crowned in Miss Wales contest
- 11 Dack wants loan striker to help County's faltering promotion bid
- 12 Film delves into underground world of prostitution in Newport
- 13 Kingsley Jones: Dragons' win was vital to keep the backing of our Rodney Parade crowd
- 14 WEATHER: Temperatures drop to -1.5C overnight, becoming much warmer
- 15 Dragons 26 Ulster 22
- 16 Diabetes on the rise among children in Wales and England - report
- 17 Wattsville-born artist Osi Rhys Osmond dies
- 18 Labour Party candidate for Torfaen selected
- 19 IT'S THE WEEKEND: Food and Drink - The

10:55 09/03/2015



■ Dr Rhys Jones, Cllr Hugh Jones and John Davies, head of lifelong learning at Wrexham Council at Wrexham Library with children from St Anne's and Hafod y Wern Primary Schools. (SW40315A)

http://www.milfordmercury.co.uk/news/11883487_Adventures_start_at_the_library_says_TV_wildlife_expert/

Milford and West Wales Mercury

'Adventures start at the library' says TV wildlife expert

NEWS

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'Adventures start at the library' says TV wildlife expert



Pictured are children from Milford Haven Junior School listening to stories from Dr Jones.
PICTURE: S (21537855)

First published Thursday 26 March 2015 in News
by Joanna Sayers

MORE children across the county will be able to make the most of their local library, thanks to a new project launched on Friday.

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- 5 Terrorist training carried out in Pembrokeshire according to expert
- 6 Appeal to help Mrs T the tortoise who had legs eaten by hungry rat (not an April fool)

hit BBC series 'Rhys to the Rescue' and 'Dr Rhys Jones's Wildlife Patrol' - said:
 "Libraries are such an important resource - they are a great place for children to let their imagination grow and to develop and it is vitally important that we encourage our children to read more not only to improve their literacy levels but also to help them with life skills and future opportunities."

WATCH 30,000 EVENTS LIVE

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Dr Jones was joined at the project launch by pupils from Milford Haven Junior School, Hakin Community School and Hubberston Church in Wales VC Nursery and Primary School.

He told the pupils how his childhood animal books inspired him to travel abroad to study wild animals when he was older, and of his adventures in Kenya. His stories included many fascinating animals, and how he became friends with a local Maasai tribe.

"My career started when I was your age, and in a wonderful environment like this library," he said.

"This place has all the information you need for you to go on your own adventures."

Cllr Wynne Evans, the council's Vice Chairman, spent the day with the pupils at Milford Haven library and said: "Getting the children out of school and into the library enabling them to pick their own books and hearing them discuss their favourites is wonderful.

"And if we can encourage all children to use the library it will no doubt have a beneficial effect on how they perform in the classroom too."

Having a library card means you can borrow free books, talking

attacking Merlins Bridge player during cup match

- 11 Toxicology reports awaited as police name men found dead in Pembroke Dock as Dean Boswell and Stephen John
- 12 RNLI lifeguards return to Pembrokeshire for Easter weekend
- 13 Roadside hauntings spook motorists at Newgale
- 14 Crabb praises new dry dock team
- 15 Former Pembrokeshire solicitor jailed for two years for cheating disabled woman out of inheritance
- 16 County narrowly lose out in the final
- 17 New show inspired by the master of suspense
- 18 Leaflet no
- 19 Lights, camera, action at Pembroke Castle
- 20 Late Griffiths header secures win for The Bluebirds

PROMOTED STORIES

- Andrew Marr blames Jeremy Paxman for ruined interview with David Cameron and Ed Milliband (Daily Star)
- 11 Things You Were Taught in School That Were Actually False (Wizzed)
- Low cost ways to improve your home (Supersavvy.me)
- Dermot O'Leary WALKED OUT as X Factor host

TRAFFIC & TRAVEL >

Last updated 13.43 with 2 incidents

- A4076 Milford Road Johnston
Queueing traffic in the roadworks area
- Irish Ferries Pembrokeshire
No problems to report

WHAT'S ON > **Events and cinema listings**

- 2pm Tea Dance
- 4pm Budding Voices Songwriting Club & Choir

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“And if we can encourage all children to use the library it will no doubt have a beneficial effect on how they perform in the classroom too.”

Having a library card means you can borrow free books, talking books and graphic novels, get help with your homework, access e-books and e-magazines, and access the internet.

Libraries also run clubs, games and events, offer somewhere safe to meet friends, and there are friendly staff on hand to help you find what you need.

The project, funded by the Department of Culture, Sport and Tourism, supports the Welsh Government's Education Begins at Home campaign which encourages parents to make time to read with their child.

For more information please visit: www.welshlibraries.org/schools.

PROMOTED STORIES



Becky Watts case: Stepbrother accused of murder refuses to help at trial



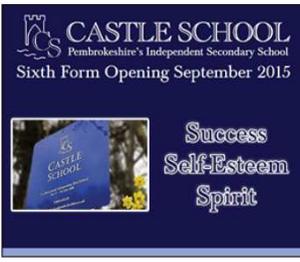
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6:30pm Nishi Kaigan Ju Jitsu
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6:30pm Ballroom and Latin Dance Classes

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Email jsa@westerntelegraph.co.uk or call 01437 761764

Milford Haven & Neyland

Spark a life-long love of the library



Bethan Owens and Jac Dawes from Hakin Community School, Jack Little from Hubberston VC School, Cllr Wynne Evans, Ruby Reynolds from Hubberston VC School, and Dr Rhys Jones.

MORE children across the county will be able to make the most of their local library, thanks to a new project launched on Friday.

Pembrokeshire County Council libraries and primary schools have joined forces to provide library cards to children in 12 local schools.

The move is part of a national initiative called 'Every Child A Library Member', launched in ten Welsh counties.

Launching the initiative in Milford Haven Library, Dr Rhys Jones - best known for his hit BBC series *Rhys to the Rescue* and *Dr Rhys Jones's Wildlife Patrol* - said: "Libraries are such an important resource - they are a great place for children to let their imagination grow and to develop.

"It is vitally important that we encourage our children to read more not only to improve their literacy levels but also to help them with life skills."

By Telegraph Reporter
01437 761764
wnews@westerntelegraph.co.uk

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He told the pupils how his childhood animal books inspired him to travel abroad to study wild animals when he was older, and of his adventures in Kenya.

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"This place has all the information you need for you to go on your own adventures."

Councillor Wynne Evans, the council's vice-chairman, spent the day with

the pupils at Milford Haven library and said: "Getting the children out of school and into the library enabling them to pick their own books is wonderful.

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The project, funded by the Department of Culture, Sport and Tourism, supports the Welsh Government's Education Begins at Home campaign which encourages parents to make time to read with their child.

For details please visit: welshlibraries.org/schools

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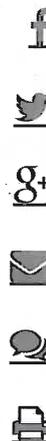
NEWS

TV wildlife presenter talks to Gwent pupils about his love of books

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South Wales Argus's wildlife expert with pupils of The Dell Primary School at Chepstow Library, where he spoke to them and answered their questions on his expertise with



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First published Sunday 8 March 2015 in [News](#)

by [Ruth Mansfield](#)

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▶ School and Pembroke Primary how books first got him interested in wildlife.

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The events took place at Caldicot library on Friday morning and Chepstow library in the afternoon. The scheme Every Child a Library Member was launched by the Welsh Government in March 2014.

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(The Sports Mash)



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(Supersavvyme)



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The Ultimate Date-Night Underwear? Rosie's Vintage...
(Marks & Spencer)



Behold the Wolf Hall effect
(The Times)

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Ex-landlord of Chepstow pub The Coach and Horses can pay back £25,000 benefit fraud at £5 a month - which would take 426 years



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Cable fault leaves thousands without power



Film delves into underground world of prostitution in Newport

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Pupils go wild for book initiative



Dr Rhys Jones chats to Greenmeadow Primary School pupils Liliana Scarfi and Alex Evans at the launch of Every Child a Library Member at Cwmbran Library

STAR of the BBC series *Rhys to the Rescue* and *Dr Rhys Jones's Wildlife Patrol*, Dr Rhys Jones visited Cwmbran Library to talk to school children in Torfaen about his passion for reading.

Dr Jones, who has been touring libraries across Wales to support the Every Child a Library Member initiative, told pupils from Greenmeadow Primary School and Maendy Primary School about how his love of reading as a child led to him travelling around the world

working with animals. As part of the initiative, all primary school children in Year 4 in Torfaen will automatically become a member of their library.

Dr Jones said: "Libraries are such an important resource. They are a great place for children to let their imagination grow and it is vitally important that we encourage our children to read more, not only to improve their literacy levels but also to help them with life skills and future opportunities."

The deputy leader of Torfaen council, Lewis Jones, said: "This is a really exciting initiative. Library services are key to improving children's reading skills and we are delighted more children will be able to take advantage of everything that the service has to offer."

The campaign is led by CYMAL (Museums, Archives and Libraries Wales) and the Welsh Libraries Audience Development team. For more details, visit welshlibraries.org/schools

Contest to return following success

FOLLOWING on from last year's successful event, the Abersychan scarecrow competition is back.

Last year people turned out in force to support the first Abersychan Spring Festival, with more than 1,800 people taking part.

This year the festival will be taking place from June 28 to July 4, with the last day culminating in a fun day at The Millennium Hall.

Entrants are now being accepted for this year's scarecrow competition, with those looking to take part asked to display their scarecrows for judging throughout the week.

The competition is open to individuals, groups and local companies with entry costing £1.

During the festival last year, organiser Cllr Gwyneth Clark said she was blown away by the level of support. The festival week included picnics, giant sculptures, heritage walks, playschemes, and a scarecrow competition, culminating in a festival fun day that included a motorcyle show, gundog display, live music, bouncy castle, bucking bronco, climbing wall, and a bake-off, all held at the Garnadiffath Millennium Hall.

There were 68 entries to the scarecrow competition.

For more information on how to enter the scarecrow competition contact Gwyneth Clark on 01495 773757 or Carol Hewitt on 01495 775572.

Automatic library card for every child in Wales

Welsh libraries and primary schools have joined forces to provide every primary school child with a library card – the project started in March 2014 with six local authorities piloting the initiative with Year 4 children and, thanks to Welsh Government funding from the Department of Culture, Sport & Tourism, this will now be rolled out to all twenty two local authorities targeting over 35,000 children.

Dr Rhys Jones - best known for his hit BBC series including 'Rhys to the Rescue' and 'Dr Rhys Jones's Wildlife Patrol' has been supporting the campaign and attending launch events in each of authorities, he said: "Libraries

are such an important resource - they are a great place for children to let their imagination grow and to develop and it is vitally important that we encourage our children to read more not only to improve their literacy levels but also to help them with life skills and future opportunities."

Pupils from across North Wales are taking part in events in libraries, schools and sports halls to promote this initiative and one teacher commented: "Getting the children out of school and into the library enabling them to pick their own books and hearing them discuss their favourites is wonderful. And if we can encourage all children to use the library it

will no doubt have a beneficial effect on how they perform in the classroom too."

Dr Rhys Jones commented: "This library card will allow the children to borrow books straight away and get a great bag to carry their books home with them. Once proof of address is provided, they can then have access to thousands of free books, use the computers and access lots of other resources."

Use your local library to access the amazing range of services including:

- FREE fiction, non-fiction, comics, graphic novels and talking books
- FREE homework help - online and in the library

- FREE e-books and e-magazines
- FREE computer use and internet access
- Clubs, games, events, activities and classes in the library
- Friendly, helpful library staff
- Somewhere safe to meet friends

This initiative supports the Welsh Government's Education Begins at Home campaign which encourages parents to help their child at home by making time to read which can help their performance in school.

For more information please visit: www.welshlibraries.org/schools

INTERVIEW WITH DR RHYS JONES:

I was very fortunate to catch up with Dr Rhys Jones who is backing this great campaign and asked him some questions on how he had got involved in it.

A highly intelligent man, Dr Rhys Jones left school with no qualifications but had a passion for reading. It was an encyclopedia of animals that drew him into the animal kingdom where he works today. He would put the book on his desk and let it fall open at any page at bedtime and then read about the animal luck had presented him with. He was hooked and this thirst for knowledge led him from working in pet shops with exotic animals to being able to study them at University.

Rhys had not been content with the way he was perceived at school and decided to embark on his own education. A trip to Cardiff University where he impressed the admissions tutor so much he was offered a grant to study there, led him on to achieving an impressive set of qualifications including: BSc in Zoology and Genetics, MPhil in Medical Molecular Entomology and a PhD in Genetics, Phytogeography, Parasitology and Herpetology, not bad for someone who was told he wouldn't amount to anything!

Now with a very successful television career, the popular Rhys Jones' Wildlife Patrol series, (recently ranked 4th in the

highest watched television programme), a Cardiff University Lecturer, reptile specialist, environmental consultant, researcher and broadcaster he is a very busy man. However he still finds time to champion campaigns dear to his heart – the Welsh libraries "Every Child a Library Member" campaign being one of them.

He told me "Books were always very special things to me, to treasure and keep". This is why he is encouraging primary school children in Wales to join their local library, to understand the choices that the library offers and the facilities that are there to help expand the mind. The library is the hub of the community a place to find out about where to go and what to do, a source of reference and choice for young and old and the feedback he gets from children is wonderful. A young boy once asked "how much does it cost?" he couldn't believe it was free and that you could return, time and time again, the boy was delighted!

Being able to read is very important and Rhys knows this only too well. Being diagnosed with dyslexia at a late age he understands the importance of this. His diagnosis only came about while at University when a fellow student suggested he might be dyslexic. It was with further tests he discovered he had an off the scale IQ but a reading age of 11! He has now become an amazing inspiration to others with dyslexia and other learning disabilities. He certainly is proof that you can achieve anything you really want to if you put your mind to it... So with that thought, let us get back into the libraries and all get inspired!

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also to help them with life skills and future opportunities."

Pupils from across South West Wales are taking part in events in libraries, schools and sports halls to promote this initiative and one teacher commented: "Getting the children out of school and into the library enabling them to pick their own books and hearing them discuss their favourites is wonderful. And if we can encourage all children to use the library it will no doubt have a beneficial effect on how they perform in the classroom too."

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Passion for reading

A BBC television star visited Cwmbran library to talk to schoolchildren about his passion for reading.

Dr Rhys Jones, star of the hit BBC series *Rhys to the Rescue* and *Dr Rhys Jones's Wildlife Patrol*, has been touring libraries across Wales to support the Every Child a Library Member initiative.

He told children from Greenmeadow and Maendy primary schools about how his love of reading as a child led to him travelling around the world working with animals.

As part of the initiative, all primary school children in year four in Torfaen will automatically become a member of their local library.

Over the last few months they have been busy visiting their local libraries to pick up their library card and book bag, and start choosing their books.

Dr Jones said: "Libraries are such an important resource – they are a great place for children to let their imagination



grow and to develop and it is vitally important that we encourage our children to read more, not only to improve their literacy levels but also to help them with life skills and future opportunities."

The campaign is led by CyMAL (Museums, Archives and Libraries Wales) and the Welsh Libraries audience development team. It supports the Welsh Government's Education Begins at Home campaign, which encourages parents to help their child at home by making time to read which can help their performance in school.

For more information, visit www.welshlibraries.org/schools