Reading Promotion With Cross-field Cooperation In Taiwan - Home Run Readers Program
Tun-Ming Hung (National Library of Public Information, Taiwan)

**Backgrounds**
- Baseball is the most popular sports event in Taiwan.
- In response to the wave of Library 2.0, libraries should take the initiative to serve potential readers (including baseball fans) and to design user-centered activities for them.

**Purposes**
- The idea of transforming fans into readers and vice versa gains full support of a well-known financial group and a baseball team.
- The promotion model goes beyond the library circle and reaches the financial circle as well as the baseball team circle.

**Fans**
- Passion for baseball

**Readers**
- Interest in reading

**Remote areas**
- Mobile libraries
- Physical exhibitions
- e-Book Online Service

**Procedures**
1. Get a free passcard
2. Borrow three books
3. Execute from a book

**Cross-boundary Marketing Channels**
- **Home Run Readers Program**
  - Baseball field activities
  - Library activities
  - Complete the task to get a baseball ticket
  - Social media sharing can win big prizes

**Benefits**
- **Participants**: 179,766
- **Number of baseball tickets sent**: 8,002
- **Cost-Effectiveness**: 120,000 USD

**2018 to be continued**
- Baseball celebrities endorse cross-border marketing
- Attract 250 reports on multi-media coverage (graphic, electronic, internet, community)
- A total of 86 libraries participated, cultivates potential readers
- Horizontal alliances, saved budget $180,000 (USD)
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### Fan & Reader Engagement
- **Fans**
  - Passion for baseball
- **Readers**
  - Interest in reading

**Remote Areas**
- NLPI provides remote area readers in Taiwan with mobile library services, physical exhibitions, and e-Book exhibitions.

### Procedures
1. **Get a Free Postcard**
2. **Borrow Three Books**
3. **Execute from a Book**
4. **Complete the Task to Get a Baseball Ticket**
5. **To Take a Photo with the Poster**
6. **To Click the Like Button on Facebook and Retweet the Photos**

### Benefits
- **Participants**: 179,766
- **Number of Baseball Tickets Sent**: 8,002
- **Media Reports**: 42
- **Cost-Effectiveness**: 120,000 USD

**Home Run Readers Program**

#### Cross-boundary Marketing Channels
- **Media**: Print ads, TV ads, Internet, Social Media
- **Social Media**: Facebook, Twitter, Instagram, Blogs
- **Professional Baseball Team**: Official Website, Apps

#### Financial Path
- **Promotion Fund**: Sponsorship, Grant, Business Sponsorship
- **Cost**: Promotion Cost, Staff, Facility, Etc.

### 2018 to be continued