

## Reading Promotion With Cross-field Cooperation In Taiwan - Home Run Readers Program

Tun-Ming Hung (National Library of Public Information, Taiwan)



- 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.

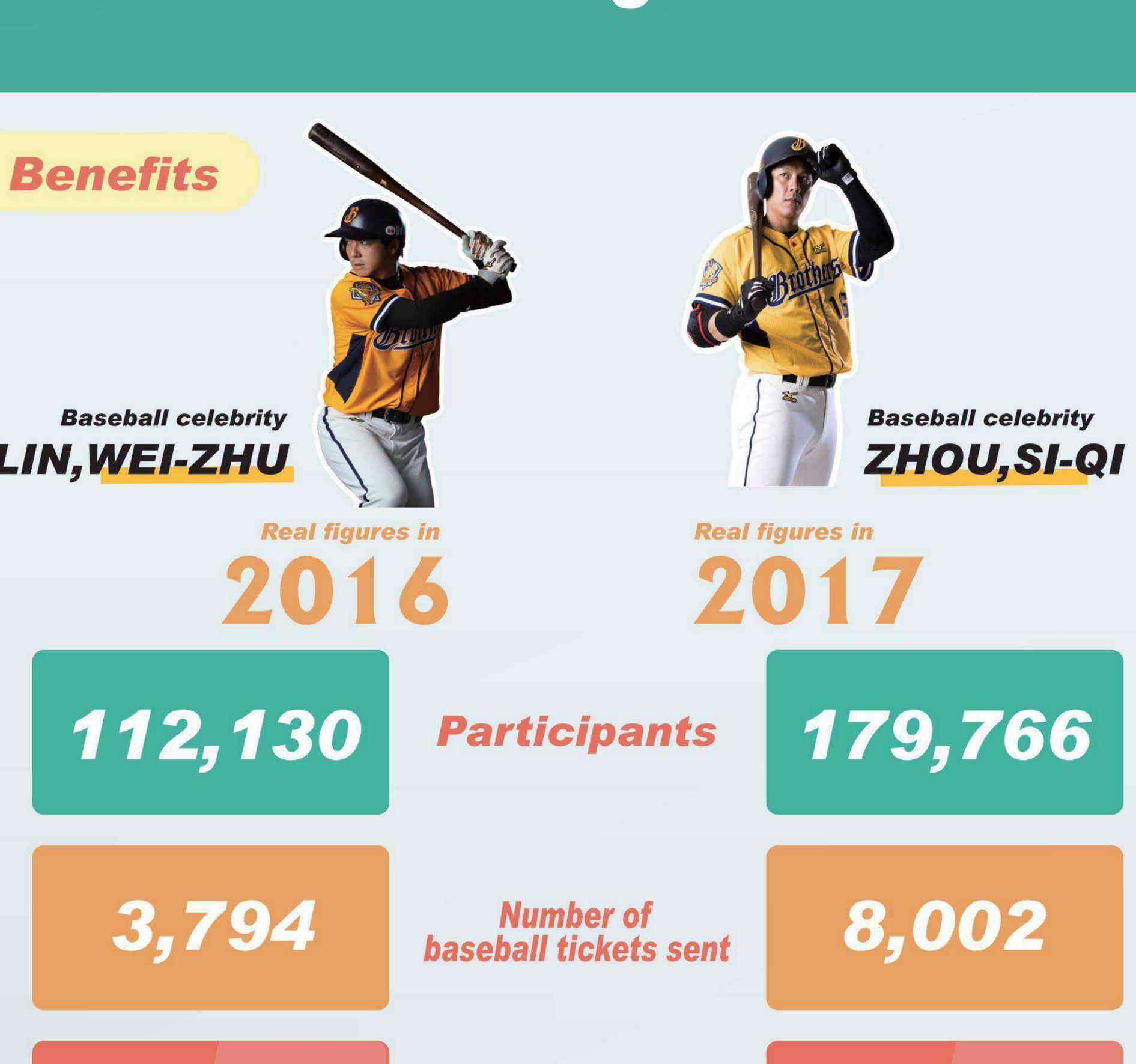
## Purposes

- The idea of transforming fans into readers and vice versa gains full support of a well-known finical 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.















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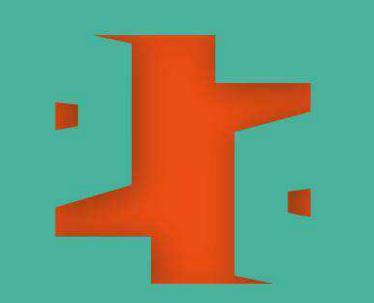












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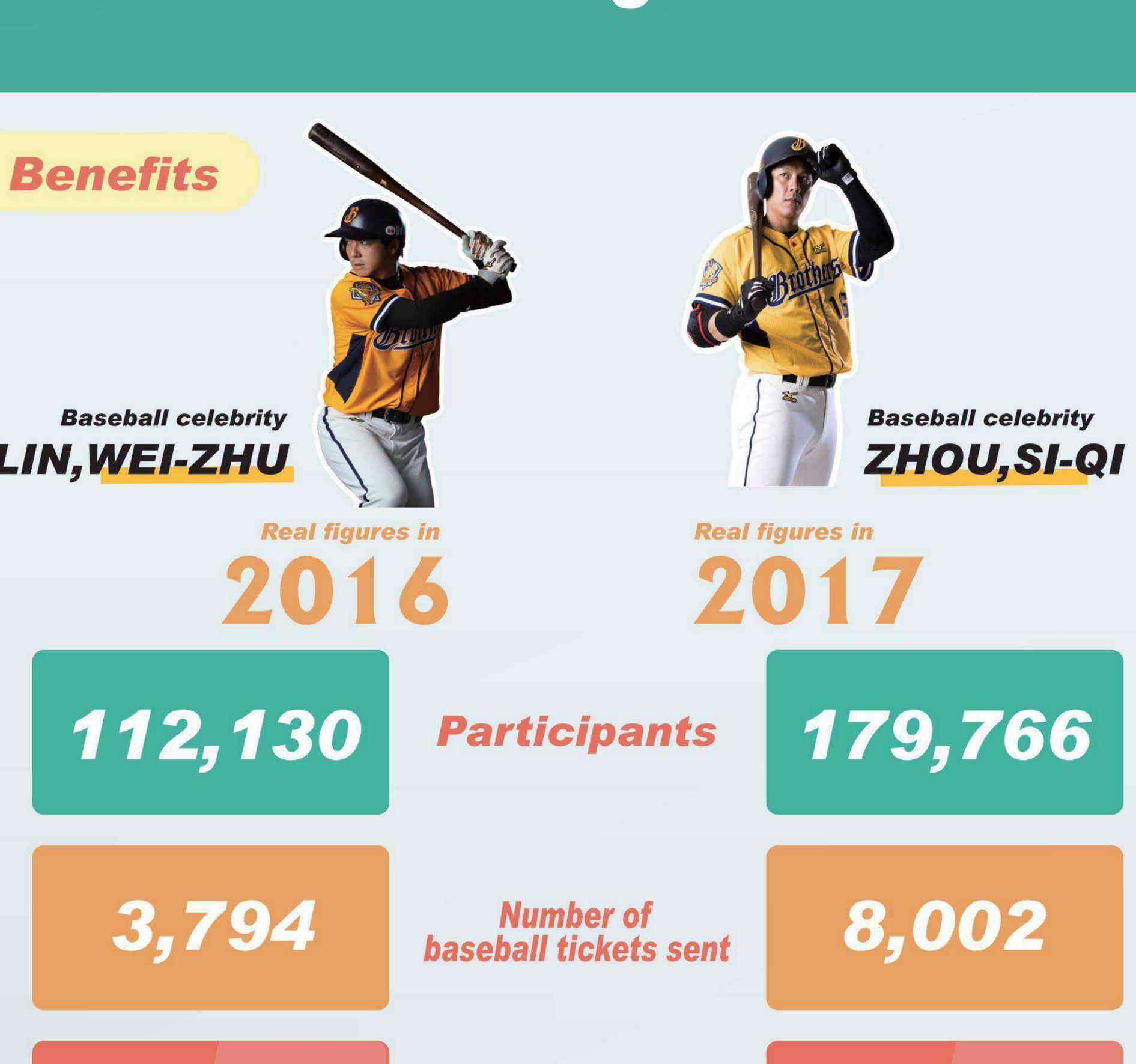
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