

臺北市立圖書館公務出國(赴大陸地區)報告提要表

出國(赴大陸地區)報告名稱：參加2022國際圖書館協會聯盟（IFLA）會議				
出國(赴大陸地區)計畫主辦機關：臺北市立圖書館				
聯絡人：張庭芳 電話：02-27552823轉2411				
出國(赴大陸地區)人員姓名/服務機關/單位/職稱/電話				
何健豪/臺北市立圖書館/諮詢服務課/課長/02-27552823轉2300				
出國(赴大陸地區)類別： <input type="checkbox"/> 1 考察 <input type="checkbox"/> 2 參訪 <input type="checkbox"/> 3 觀摩 <input type="checkbox"/> 4 進修 <input type="checkbox"/> 5 研究 <input type="checkbox"/> 6 實習 <input type="checkbox"/> 7 訓練 <input checked="" type="checkbox"/> 8 其他活動:出席國際會議				
出國(赴大陸地區)期間：111/7/22-7/31		出國(赴大陸地區)地區：		
報告日期：111/9/12		愛爾蘭，都柏林		
內容摘要：(300至500字)				
一、緣起： 國際圖書館協會聯盟(International Federation of Library Associations and Institutions, IFLA)年會舉行時，亦同步舉行海報展，2022年於愛爾蘭都柏林市(Dublin)舉辦，本屆大會主題是：Inspire • Enable • Connect • Engage，聚焦圖書館如何促進資訊的提供及跨領域的合作。				
二、出國人員：何健豪。				
三、目的： 1件海報入選參展，題目是《PODCAST READ WELL THINK WELL: TPL Librarians' Reading List Podcast》(熟讀深思READ WELL THINK WELL：臺北市立圖書館館員私房書PODCAST)。				
四、過程：				
序號	日期	時間	項目內容	備註
1	7/22	21:55	出國	7/23 10:00抵達
2	7/24		參訪Trinity College Library	
3	7/25		參訪DLR LexIcon Library、Dalkey Library	IFLA報到
4	7/26		開幕式、海報展布置	
5	7/27-28		海報展現場解說、文化之夜	
6	7/29		參訪Maynooth University Library	
7	7/30		回國	7/31 晚間抵達
五、心得效益： 前來參觀的各國圖書館資訊專業人員，對於北市圖能以最小的成本開發閱讀型節目，並持續不輟。自頻道上線以來保持每周更新，現已有近60支節目，均覺得十分驚豔與肯定，並藉此參展機會將臺北市對於公共圖書館事業的推展，有效在國際會議場合加以宣傳。此外，出國人員更利用會議期間參訪，對新型平板自助借用機、愛爾蘭文學典藏、圖書館建築新舊共存的技術及自動定位資訊導覽等記憶猶新，值得借鏡與學習。				

* 二、三級機關須由直屬一級機關層轉



Three Objectives

- 1 In-depth topical introduction with the professionalism of librarians highlighted.
- 2 Integrated promotional activities with inter-media reading services.
- 3 The vision of Libraries without Walls realized with potential readers reached.

Three Features

- 1 A streamlined process with production & marketing all by ourselves.
- 2 Book acquisition based on the Podcast program feedbacks.
- 3 The 1st reading channel run by the public library in Taiwan.

Target Audience

The program is tailored to the readership aged 35-54.

Scope of Reading Selection

With reference to the Annual Readership Survey Report, the scope of reading selection covers mainly the genres of **Language and Literature** as well as **Arts**.

Production Process



- 1 Topic setting, selecting book or audiovisual resources as appropriate
- 2 Inviting suitable interviewees
- 3 Reading materials and outline writing
- 4 Recording, with the length of each episode limited to 20 min or shorter
- 5 Uploading and updating audio files
- 6 Unified art design to enhance audience impressions
- 7 Promotion via social media
- 8 Reward activity for fan comments at the end of each quarter
- 9 Analysis of comments as a reference for program improvement

網路口碑

客戶評論

5.0

(總共 6 則)

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Program Results

- 1 Four seasons were produced with a cumulative number of over 12000 downloads and 297 downloads per episode.
- 2 Apple Podcast is the most popular platform.
- 3 In terms of gender, females account for 70%, and males for 20% of the audience.
- 4 The age groups of 28-34 (28%) and 35-44 (24%) take up half of the audience.
- 5 The programs involving literary fictions, picture books, or popular science have higher downloads.



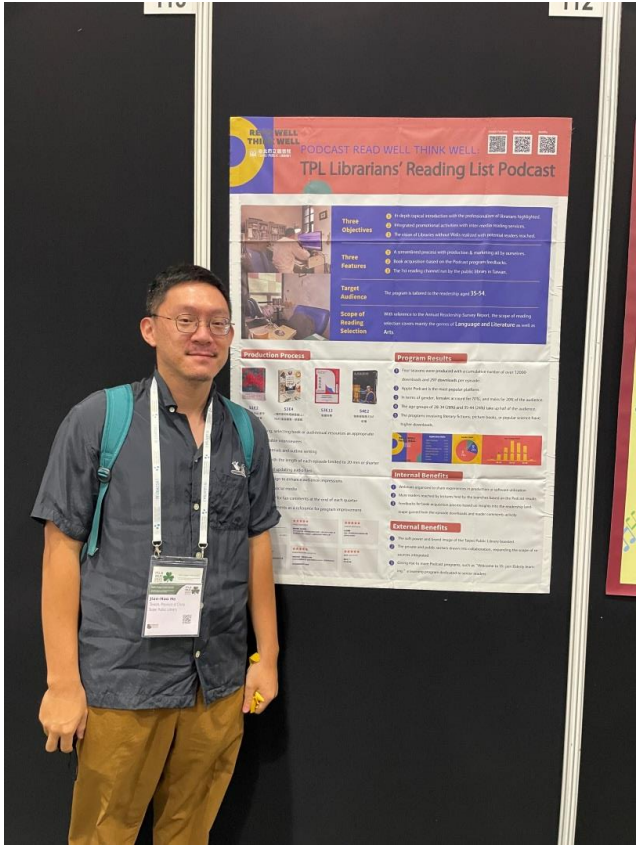
Internal Benefits

- 1 Webinars organized to share experiences in production or software utilization
- 2 More readers reached by lectures held by the branches based on the Podcast results
- 3 Feedbacks for book acquisition process based on insights into the readership landscape gained from the episode downloads and reader comments activity

External Benefits

- 1 The soft power and brand image of the Taipei Public Library boosted
- 2 The private and public sectors drawn into collaboration, expanding the scope of resources integrated
- 3 Giving rise to more Podcast programs, such as "Welcome to 55: join Elderly learning," a learning program dedicated to senior readers

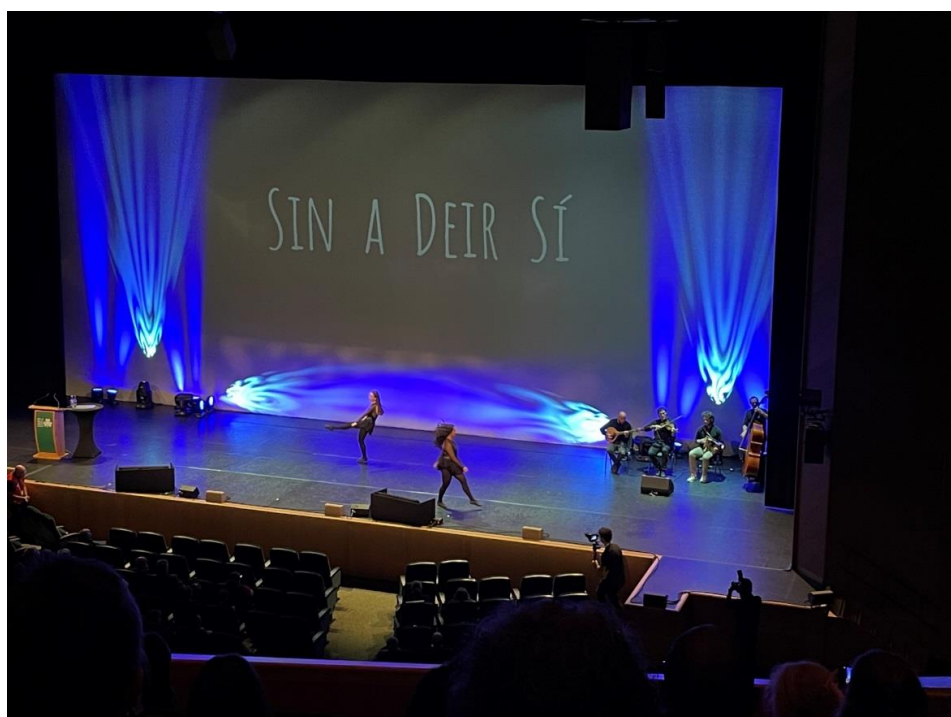
附件二：海報展現場及出席者



附件三：會議現場及參加實況



會議開幕特別演講—前愛爾蘭總統Mary Robinson講述氣候危機的挑戰。



傳統踢踏舞開場表演。



海報展現場，國際圖書館員交流。



愛爾蘭圖書館員分享閱讀活動推廣文宣示範。



文化之夜表演節目。



臺灣與會者共同留影。

附件四：圖書館參訪行程



三一學院 (Trinity College Library)



DLR LexIcon Library



有趣的短故事輸出機





平板自助借用機，用於兒童學習及電子書閱讀。



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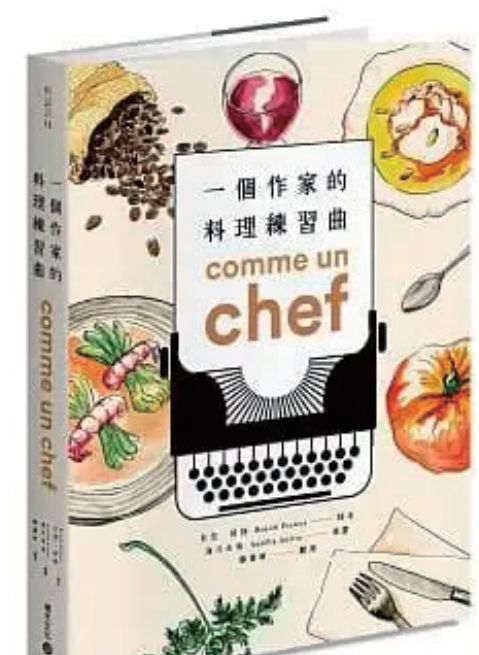
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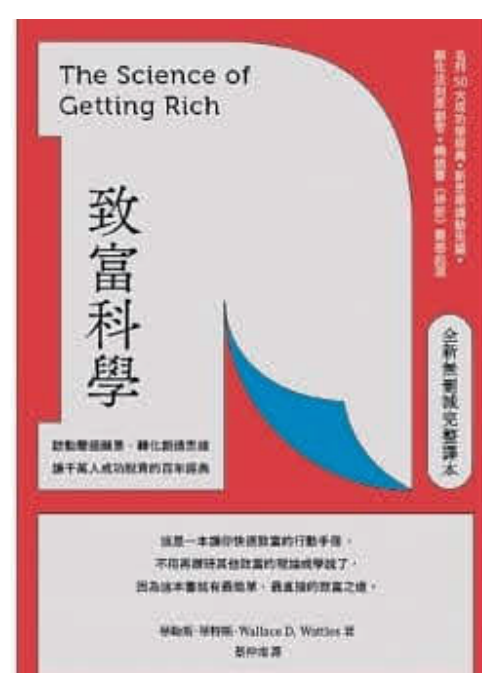
S1E2

梨木香步 feat. 家守
綺譚、冬蟲夏草



S3E4

一個作家的料理練習曲(上)
FEAT. 客座嘉賓一胡里歐



S3E12

致富科學



S4E2

偽魚販指南 FEAT.
紅喉

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熟讀深思

客戶評論

5.0

(滿分 5 分)

★★★★★
23 則評分

★★★★★

1008ju • 2022/05/16

聲音好聽，內容有趣！
主持人聲音好聽，是睡前聽故事的好選擇，主題內容多元有趣，期待能聽到更多關於身體奧妙、心靈對話和旅行相關的主題～～

★★★★★

Orli&Tali • 2021/10/18

臥虎藏龍
會讓人想推薦給朋友的優質節目！
期待每次的錄製！

★★★★★

鯉伯特 • 2021/07/19

等好久了！
終於等到囉！

★★★★★

住在新北市的台北市民 • 2021/07/19

我應該是第一個留言評分的吧
自從在fb追編編直播，就期待編編出podcast，沒想到真的出啦～～
跟著編編閱讀絕對沒問題。

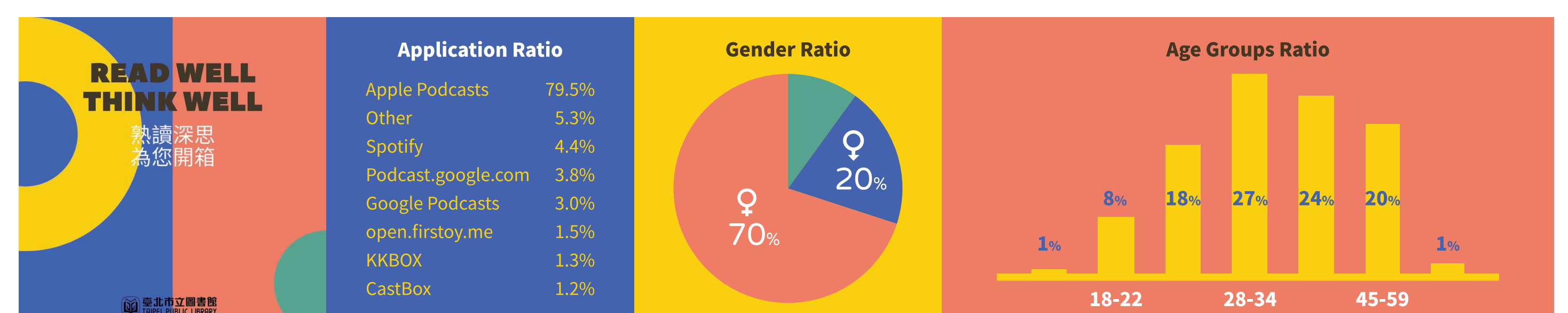
★★★★★

預估時間太常令人等得落空了吧…… • 2021/07/23

很喜歡！
能有這麼棒的節目可以聽好幸福啊！聽著聽著也很想把書找來看，謝謝推薦！

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