

**THE PROCESS OF DISSEMINATION OF COLLEGIATE SPORTS
INFORMATION, UTILIZATION OF PUBLIC RELATIONS MODELS, AND
PUBLIC RELATIONS ROLES BY TAIWANESE SPORTS INFORMATION
PRACTITIONERS**

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ABSTRACT

The purpose of the research was to disclose the utilization of public relations of collegiate sports. The result showed that media, coaches, and athletes are the most important publics. The participant is responsible for writing releases, training campus reporters, and contacting media. The athletes' performance is the key to the success of collegiate sports. Professional knowledge of sport, writing skills, and computer skills are critical. The communication technician role was played and the press agency model was performed in this case.