

Marketing Strategy for Sports Organizations Using Public Relations--A Case Study of the High-school Basketball League in Taiwan

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ABSTRACT

Chinese Taipei School Sport Federation has established the High School Basketball League (HBL) using the rules of National Collegiate Athletic Association (NACC) in order to promote the high school basketball sport in Taiwan. The HBL has utilized various strategies to attract media and people's attention. Effective public relations strategies not only maintain positive relationships with the key publics but also decrease the negative publicity toward the sport organization. In the highly competitive environment for the sport and leisure industry, sports organizations should develop effective strategies to compete with sports and leisure alternatives. Public relations is one of the useful strategies. Therefore, the current study was to explore the public relations strategies utilized by the High School Basketball League. In-depth interviews with public relations staff were performed in order to gain thorough understanding regarding how public relations practices were executed. The qualitative research approach with case study was employed. Data collection was primarily based on semi-structured interviews using purposive sampling. Results revealed that High school physical education association does not establish an independent unit in charge of public relations affairs; staff in charge of public relations in that association have sport management related degree but not public relations related degree; players and coaches are the main internal publics while sponsors and media are the primary external publics; also, communication is the core task for the public relations staff; additionally, getting sports events well done is the top priority; finally, staff will handle crises immediately as it occurs. High school physical education association should actively train public relations staff; besides, public relations staff should cultivate their computer and Internet skills; on the other hand, conducting high-media-exposure campaigns facilitates promoting sports events in order to attract spectators; finally, it is necessary to set up formal evaluations for public relations.