Issue Impeding Debre Birhan City Football Club for Not Qualifying for Ethiopian National Football League – A Case Study

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Abstract
The purpose of this study was to identify the factors which hinder Debre Birhan City Football Club for not qualified to the nation foot ball league. The study include 24 football players of Debre birhan city foot ball club,12 football board members, 5 techniqnical committee,7 federation members ,1 manager,1coach,10 zone office expert,4 journalist. It is a descriptive survey study research in which two instruments such as questionnaire and interview analysis were used to gather the data. The study data of this study was analyzed by using both qualitative and quantitative methods. The result of the study can clearly point-out the problems and the followed by solution can be recommend. Moreover the conclusion of this study could be utilized to other football clubs, who are seeking to qualify for national leagues. Though the low performance of the club, draws attention towards the effort and improvement of the performance of the club players and even the clubs management were undoubtfully considered the players of a team. However, it seemed that little thought was given in determining the resources and strategies that help the club. Interestingly the study pointed out that factors like organizational set up, lack of community participation, lack of finance, and lack of mass-media coverage are the factors that impeding Deber-berahn club to get qualified for the national league, whereas training is not factored of Debrebirhan football club.

Keywords: Football club, Board, Technique committees, National football league

1. INTRODUCTION

Football has become a truly global game over the past few decades. History of Ethiopian football says that they had a first encountered with foreigners was in the year of 1924 in Addis Ababa, and interestingly first international game was played against French (navy) team in 1927. Soon after, Ethiopia established the Ethiopian Football Federation in 1943. Since then, the Federation hosted the "Ethiopian Cup," which was contested between football clubs of the Ethiopian armed forces, football clubs of Italian stragglers, Polisportiva, St. George and the Imperial Body Guard football club **(Addis, 2009).**

Similarly, there are many clubs in the country and one of them is Deber-Birehan city foot ball club. The club is found in North Shoa zone, Amhara Region of Ethiopia. It was established in the year of 2003. The basic aim of the club is to produce talented and competent players for the national team by participating Ethiopian National league. *However, despite this club has been established long time ago, it may perhaps not qualify for the national league*. To find the basic reason for unable to qualify, no such studies have been conducted, till dated. The researcher believes that the factor which can influence and helps the club to grow are such as organizational managements, financial support, coaching techniques, team spirit, media coverage and frequency of participation in the community competition to get qualified in the national league. The said factors has been quoted as per the previous studies done by many researchers, such as, a study conducted in Mexico also showed that human resources, material resources, were influencing the success of the club **[Martinez Garica, 2007].** In addition, **Robbins & Coulter(2003)** stated that the organizational design provides a platform for the development or changing of the organization's structure**,** which could help any sports club to develop in new higher level.

Thus, the researcher quoted as a statement of problem that even though Debere-Birhan city football club has participated for the past 12 years in the champion, but till the club unable to qualify for the Ethiopian national league. For this reason the researcher has been initiated to find the factors affecting Debere Birhan City Foot Ball Club for non- qualifying for the Ethiopian national football league. Thus the researcher main objectives are to examine the factors which have hindered the Debere Birehan City Football Club to be qualified for the national league. To conduct this study the researcher delimited its variable to the members of Debre Birhan City Football Club Organization, Financial, Training officials and team's active community participation and its media coverage. Before initiating the study the research hypothesis as follow:

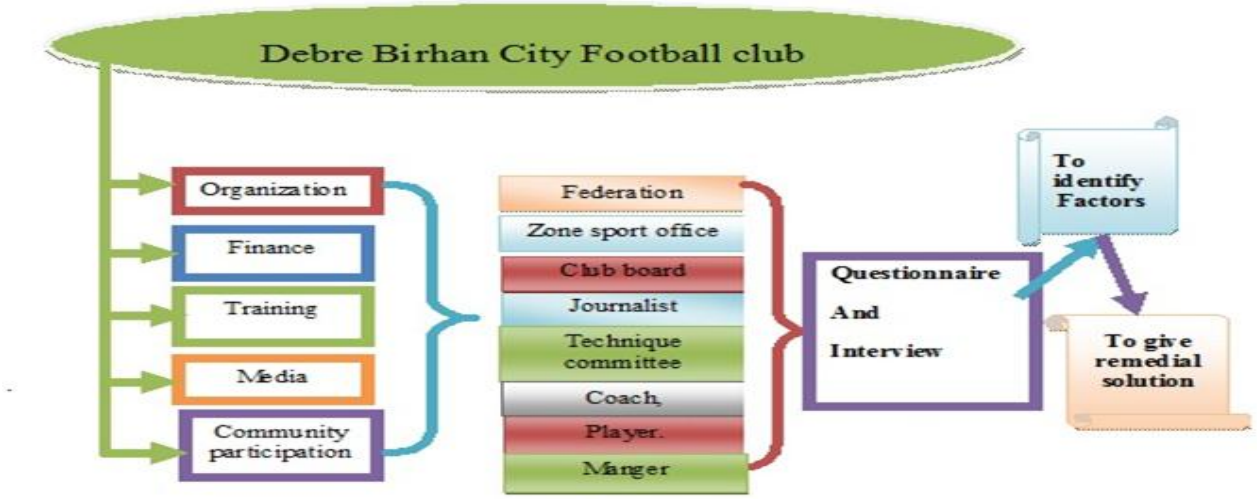
H1.There may be organizational problem that affects the club to be qualified in the national league.
H2. There may be financial problem that affects the club to be qualified in the national league.
H3. There may be lack of appropriate training that affects the club to be qualified in the national league.
H4. There may be lack of community participation that affects the club to be qualified in the national league.
H5. There may be lack of media coverage that affects the club to be qualified in the national league.

The study will have different significance which can help different football clubs to improve their game.

- To identify key factors related to organizational, financial, media coverage, training and community participation for the football club for being qualified to the national league.
- To provide proper and fertile ground information for coach ,manager football club board, technical community, federation, sport professionals, sport journalist, societies and for other on the current status of football in city football club.
- Initiate other researchers to conduct further and detailed study on the factors affecting city football club for unable to qualify in national football league.

2. METHODOLOGY

STUDY DESIGN



SELECTION OF SUBJECT

For the specific research the following subject were selected. By using non probability (purposive) sampling. To select all coaches, player, federation, board ,technique committee, journalist, manager, and sport officer expert purposive sampling techniques were employed because of they are directly concerned with the issues under discussion and also because of they are few in number all of them were included in the study. In its totality sixty-four subjects were participated to collect the necessary data. These were twenty four players, twelve board members, one manager, one coach, five federation workers, four journalist, seven technique committees' members, and ten zone office experts. The researcher assumes that these subjects are fit to give enough information on the topic under the study. In-addition for the interview one coach and one manager were participated. Moreover, three sport office experts, three technique committees, and two journalists from the previous sample were involved by using purposive sampling methods. The researcher determined sample size of each target population by **Krejcie & Morgan (1970)**

Table .1

SELECTION OF SAMPLE

NO	Subject	Total population	Sample
1	Zone sport office exper	10	10
2	Technique committee	5	5
3	Federation	7	7
4	club board	12	12
5	Manager	1	1
6	Journalist	4	4
7	Player	24	24
8	Coach	1	1
	Total	64	64

3. TOOLS AND MATERIAL

Questionnaires and interview were used to collect the data for the study.

Questionnaire

Sets of questionnaires were self made developed in English and Amharic language and given to all players, federation, zone sport office expert, club board, technique committee members, and journalists, to get original data. In order to elicit the necessary data, both questionnaires were constructed based on the review of related literatures; the questionnaires were also close-ended. The questionnaires were examined by English teachers to avoid errors related to accuracy, fluency, and contents and to validate the frame items. Besides, the items were also examined by physical education teachers who are graduated from Bahar Dar University and kotebe collage to see if any modification is needed and to determine whether they lead to certain conclusion for the significant purpose of the study.

Interview

Interviews are a type of survey where questions which are delivered as face-to face means. The interview is like a conversation and has the purpose of obtaining information relevant to a particular research topic (**Kumar, 1999**).

In this research the researcher used interview questionnaires to strength the data obtained from a coach, a manager, three sport office experts, three technical committee members, and two journalists. Every effort was made to create a friendly atmosphere of trust and confidence in order that the respondents would feel at ease while talking to and discussing every single issue with the interviewer. Hence, the interview was followed by probing a set of pre-determined questions and issues immediately raised by interviewee are recorded on the tape. Beside this, the interview was held in Amharic language to avoid communication gap, and clarity of ideas. Finally, responses of the overall interview were summarized and analyzed.

Data Collection Procedure

Questionnaire and interviews were conducted with players, coach, manager, technical committees, board, zone sport office expert, and Journalist. The Questionnaire was self-administered whereas the researcher conducted the interviews. Interviews with participants took place in their work place at times convenient for them after advance booking. A brief explanation of the aim of the study and confidentiality related issues were given to the participant by informed them coding and

pseudonyms used to protect and ensure their anonymity. Moreover it was explained that only the researcher and supervisors would have access to the questionnaire and interview data.

The researcher ensured that the environment was conducive to conduct questionnaire and interviews as there were arranged different rooms for this purpose. Generally questionnaires and interviews were carried out in a harmonious, friendly and open atmosphere. Questionnaire and interviews were prepared and the probing questions technique was used to collect data.

Reliability of data

Reliability refers to the consistency of scores obtained by the same persons when re-examined with the same test on different occasions, or with different sets of equivalent tests, or under variable conditions (Anastasi&Urbina, 1997). To check for a reliability, repeatability test was conducted at Bass wored football club. From the club three players, one coach, one manager, two of the technique committees, two boards, and two woreda sport office experts, in the wored were involved in the pilot test. The researcher conducted the questionnaire and interview twice to each respondent within a two week period. Exploratory work was done on collected data. Repeatability of the data was checked. It was examined for internal consistency using Cronbach´s Alpha that provides us with a high reliability of the questionnaire items and internal consistency value was 0.84.

Pilot study

Before the actual study was carried out, a pilot study was conducted with 11 representers who were not part of the sample group. The purpose of the pilot study was to assess the relevance of the questionnaires designed to collect data for the study. The objective was also to check the clarity of the questionnaire items. Accordingly, 10 questionnaires were distributed to 11 representer. On the bases of the feedback of the pilot study and expert's comments some modification was made on the questionnaire.

Statistical techniques

In this study, data analysis was calculated with the help of SPSS version 16 descriptive statistics software to find out the inferential statistical values. The data collected through structured questionnaires were also presented. In addition, qualitative data of the items in the interview were analyzed by thematic analysis. Finally, the data were analyzed and discussed to reach certain finding which in turn was used to give conclusion and possible recommendations.

4. RESULTS AND INTERPRETATIONS

Analysis of data result

The objective of the study was to examine the factors which have hindered the Debere-Berehan football club to be qualified in the national league. So this chapter presents findings from the questionnaires conducted with technique committees, players, boards, federations, zone sport officers and journalists who have different experiences in the club in Debere-Berehan.

Out of 64 participants, 62 participated in questionnaires and 10 participated in in-depth interviews. In the interview the researcher took eight of the participant from the sample in the questionnaire and two (one coach and one manager) new participants. Three of the respondents

were sport office experts and three were technique committee, and two journalists, who participated in key informant interviews. The findings from the interviews are organized into the following themes shown in the tables below:

Descriptive statistics for journalist, board, federation, technique committees, player and zone sport officer.

Table 2: Means and standard deviations of the responses regarding organizational setup

No	Item	subject	N	Aggregate mean	Std. Deviation	Remark
1	**Organization**	Journalists	4	1.75	0.80	disagree
1.1	The club has clear organizational structure.	Board	12	2.31	0.23	disagree
1.2	The organizational structure of the club is functional.	Federation	7	2.57	0.49	disagree
1.3	The club technique committee has properly functional	Technique committees	5	2.57	0.44	disagree
1.4	The club has subcommittee who could give support for the member of technique committee.					
1.5	The club has clear strategic and annual plan.	Zone sport officers	10	2.74	0.21	und
1.6	The club has strong fan association					
1.7	The manager of this club is appropriately concerned with accomplishing the club's goals and objectives.					
1.8	The manager frequently visits the club.					
1.9	The management of this club is concerned about the players.					
1.10	I have enough authority to accomplish the work that is expected from me					

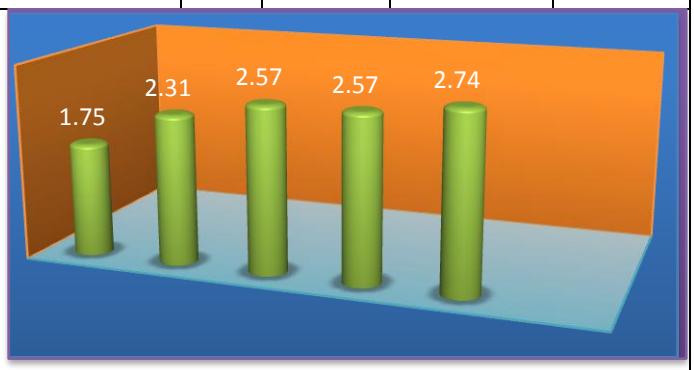


Figure.3Means and standard deviations of the responses regarding organizational setup

Accordingly, as it shows in the above tables of item 1-10 to the response give by journalist 1.75 ± 0.80 Board 2.31±0.23. Federation 2.57 ± 0.49 technique committee 2.57±0.44players 2.74±0.47 and zone sport expert2.74 ±.0.21However all mean are less than the mean value (3).That means most respondents expressed their disagreement of the effectiveness of the organization.

Table.3

Means of the responses regarding training

Item		subject	N	Aggregate Mean	Std. Deviation	Remark
3	**Training**	Journalist	4	2.62	1.11	disagree
3.1	The club provides food service for players during training and competition	Board	12	3.03	0.21	agree
3.2	The club provides transport service for players during training and competition	Federation	7	3.15	0.41	agree
3.3	The club provides sport wear service for players during training and competition					
3.4	The club has its own play field	Technique committees	5	3.32	0.21	agree
3.5	The club provides me the opportunity to improve my professional knowledge and skills.	Zone sport officers	10	3.55	0.46	Agree
3.6	The club provides effective training for the players.					
3.7	The club makes the best use of new training methods and technological advances.					
3.8	The relation b/n the club staff and the coach is friendly and helpful					
3.9	The coach support players' suggestions that are meant to correct existing problems (if it is done).					
3.10	The coach encourages the player work group to work as a team.					

The above table presents mean of the training item 1-10
Journalist 2.62±1.11.
Board 3.03±0.21.
Federation 3.15±0.41
Players 3.21±0.39.
Technique committees 3.32±0.21
Zone sport officers 3.55±0.46.
However except journalist all mean are greeters than the mean value (3). That means most respondents expressed their agreement of the effectiveness of the

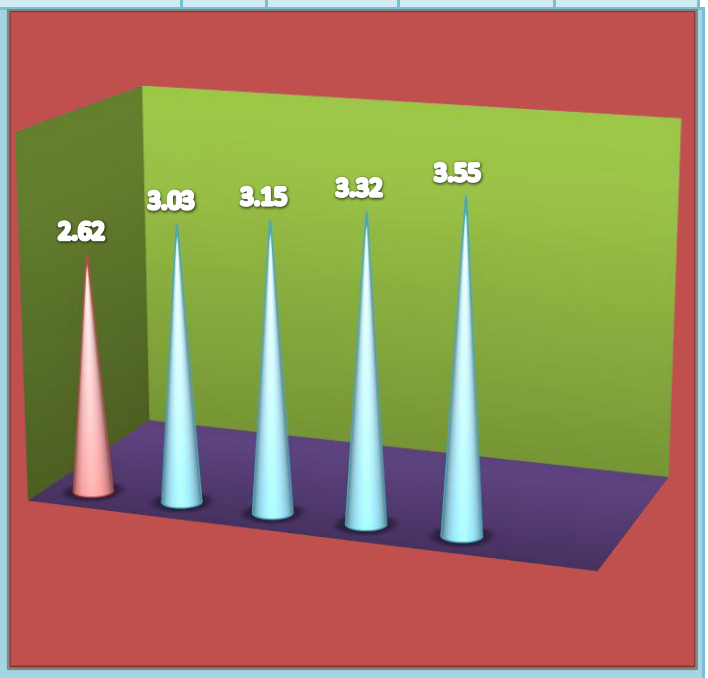


Figure 4. Means of the responses regarding training

training and coach.	

Table 4: Means and standard deviations of the responses regarding finance

No	Item	subject	N	Aggregate Mean	Std. Deviation	Remark
	Finance	Technique committee	5	1.75	0.47	disagree
2.1	The club has its own fund raising mechanism.	Board	12	2.06	0.61	disagree
2.2	The club has permanent income generating mechanism	Federation	7	2.25	0.35	disagree
2.3	The government give enough financial support for club, .					
2.4	There is fair payment for the player.	Zone sport officers	10	2.28	0 .40	disagree

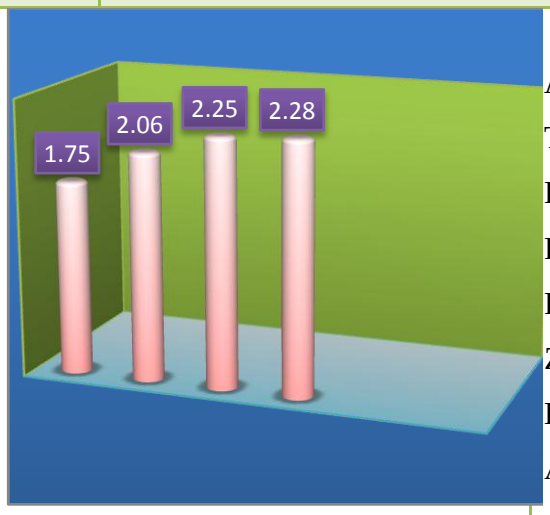


Figure 5 Means and standard deviations of the responses regarding finance

As can be observed from this table the of mean

Technique committee 1.75±0.47.

Board 2.06±0.61.

Federation 2.25± 0.35.

Players 2.74 ±0.47.

Zone sport officers 2.28± 0 .40.

However all mean are less than the expected mean (3).

As a result the club couldn't pay the salary for the playe and the players leave the club continuously.

In summery shortage of finance affects the performance the club

Table 5: Means and standard deviations of the responses regarding community participation

No	Item	Subject	N	Mean	Std. Deviation	Remark
4	**Community participation**	Technique committees	5	2.67	0.33	Disagree
4.1	The community participates in financial contribution for your club.	Board	12	2.69	0.30	disagree
4.2	The community participates in moral support for the club.					
4.3	The community club have positive attitude towards the club.	Federation	7	2.81	0.57	Disagree
		Journalist	4	3.08	1.60	Agree
		Zone sport officers	10	3.17	0.88	Agree

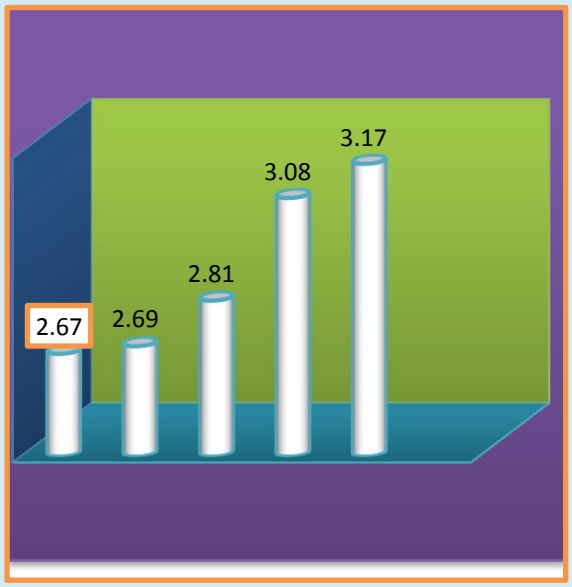


Figure 6means of the responses regarding community participation

The above table presents the mean of the responses regarding to community participation.
Journalist3.08±1.60.
Board 2.69±0.30
Federation 2.81± 0.57.
Players 2.76±0.84.
Technique committees 2.67±0.33.
Zone sport officers 2.91±0.88.

However except journalist all mean are less than the expected mean (3).This shows that most respondents were confirmed that there was lack of community participation in the club.

Table 6 Means and standard deviations of the responses regarding media.

No	Item	Subject	N	Mean	Std. Deviation	Remark
5	**Media**	Technique committees	5	1.90	0.22	V.disagree
5.1	The media give enough coverage when the club has competition.					
5.2	The media work on the club performance to aware the community.	Board	12	1.95	0.33	V.disagree
		Federation	7	2.07	0.35	disagree
		Zone sport officers	10	2.60	0.70	disagree
		Journalist	4	2.75	1.26	disagree

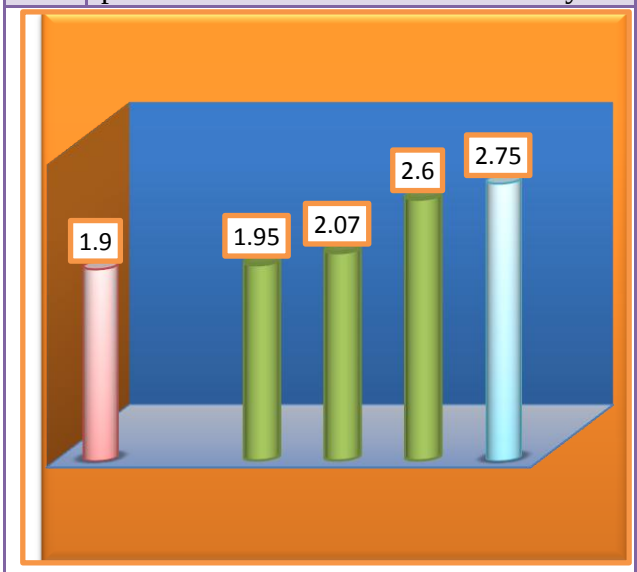


Figure 7Means and standard deviations of the respondent regarding Mass-media.

The above table show that the smallest mean is obtained for technique committees 1.90 ± 0.22,
players 1.95 ± 0.72,
board 1.95 ± 0.33,
federation 2.07 ± 0.35,
zone sport officers 2.60 ± 0.70
Journalist 2.75 ± 1.26 .
However, the mean values of the above variables are less than the mean (3) items. That means most respondents confirmed that there was not media converge and support for the club.

Table 7Player responses regarding organization

No	Item	subject	N	Aggregate Mean	Std. Deviation	Remark
1	**Organization**					
1.1	The club has technique committee.					
1.2	The club has subcommittee who could give support for the member of technique committee.	Players	24	2.74	0.47	Disagree
1.3	The club has clear strategic and annual plan.					
1.4	The club has realistic goals and objectives.	According to the response given by player in the above table aggregate mean is 2.74. That means most respondents expressed their disagreement of the effectiveness of the organization.				
1.5	The club has fan association					
1.6	The manager of this club is appropriately concerned with accomplishing the club's goals and objectives.					
1.7	The manager frequently visits the club.					

Table 8 Player responses regarding finance

2	Finance	subject	N	Aggregate Mean	Std. Deviation	Remark
2.1	The club has its own fund raising mechanism.	Players	24	2.74	0.47	Disagree
2.2	The government give enough financial support for club,					
2.3	I have been paid fairly in the club.	According to the response given by player in the above table the aggregate mean of player is 2.74 ± 0.47 As a result the club couldn't pay the salary for the players and the players leave the club continuously. In summery shortage of finance affects the performance of the club				
2.4	Compared to colleagues in other clubs, I am satisfied with the pay and benefit package in the club.					
2.5	Promotions at this club are based on performance.					
2.6	I am satisfied with the past promotions you have received.					

Table 9

Player responses regarding training

3	Training	subject	N	Aggregate Mean	Std. Deviation	Remark
3.1	The club provides me the opportunity to improve your professional knowledge and skills.					
3.2	The relation with the coach and players is friendly and helpful.					
3.3	The evaluation of your performance by your coach(s) is fair and objective (if it is done).	Players	24	3.21	0.39	agree
3.4	My coach encourages my team mates to work as a team.					
3.5	I have an opportunity to participate in decisions made by your coaches that affect your work environment.	According to the response given by player in the above table the aggregate mean of player is 3.21± 0.39so aggregate mean is greater than the expected mean (3). That means most respondents expressed their agreement of the effectiveness of the training.				
3.6	The coach encourages you to try new ways of doing training.					
3.7	The coach regularly gives you valuable feedback on your work performance.					
3.8	I have got clear directions from your coach.					

Table 10 Player responses regarding community participation

4	Community participation	Subject	N	Aggregate Mean	Std. Deviation	Remark
4.1	The communities participate in financial contribution for the club.	Players	24	2.76	0.84	Disagree
4.2	The communities participate in moral support for your club.	This table indicate that the aggregate mean of player is 2.76±0.84 Hence less than the expected mean (3). This shows that most respondents were confirmed that there was lack of community participation in the club.				
4.3	The community have positive attitude towards the club.					

Table 11 Player responses regarding mass-media

5	Media	subject	N	Aggregate Mean	Std. Deviation	Remark
5.1	The media give enough coverage when the clubs have competition.	Players	24	1.95	0.72	V.disagree
5.2	The media work on the club performance to aware the community.	The above table show that the player aggregate mean1.95 ± 0.72. However, the mean values of the above variables are less than the mean (3). That means most respondents confirmed that there was not media converge and support for the club.				

Inferential statistics

Table 12 Test Value = 3 of the responses regarding organizational set up

No.	subject	Test Value = 3			
		Mean Difference	t	**df**	**P**
1	Board	-.68	-10.32	11	.00
2	Zone sport officers	-.26	-3.92	9	.00
3	Players	-.25	-2.64	23	.01
4	Journalist	-1.25	-3.13	3	.05
5	Federation	-.42	-2.32	6	.06
6	Technique committee	-.42	-2.18	4	.10

The t-value for board, zone sport officers players are statistically significantly smaller than the expected mean, t (11) = -11.32, P=0.00; t (9) =-3.92, P=00; t (23) = -2.64, P = 0.01 respectively. However the response for federation and technique committee are not statistically significant.

Table 13 Test Value = 3of the responses regarding finance

No	**SUBJECT**	Test Value = 3

		Mean Difference	t	df	P
1	Technique committees	-1.25	-5.976	4	.00
2	Board	-.94	-5.293	11	.00
3	Federation	-.75	-5.612	6	.00
4	Zone sport officers	-.72	-5.749	9	.00
5	Journalist	0.00	4	1.00	.00
6	Players	-.26	-2.759	23	.01

The t-value for all respondents is statistically significantly smaller than the expected mean, and their P value is less than 0.05

Table 14 Value = 3of the responses regarding training (coaching and team sprit)

NO.	Subject	Test Value = 3			
		Mean Difference	**t**	**df**	**P**
1	Zone sport officers	.55	3.83	9	.07
2	Players	.21	2.72	23	.06
3	Technique committees	.32	3.50	4	.03
4	Federation	.15	1.01	6	.35
5	Journalist	-.37	-.68	3	.55
6	Board	.03	.49	11	.63

The t-value for most respondents is not statistically significantly the expected mean and there P value is greater than 0.05.

Table 15 Test Value = 3 of the responses regarding community participation

No.	**Subject**	**Test Value = 3**			
		Mean Difference	**t**	**df**	**P**
1	Board	-.30	-3.52	11	.01

2	Technique committees	-.33	-2.24	4	.09
3	Players	-.23	-1.37	23	.04
4	Federation	-.19	-.88	6	.03
5	Zone sport officers	.17	.60	9	.05
6	Journalist	.08	.10	3	.92

The t-value for most of the respondents is statistically significantly smaller than the expected mean, t (11) =-3.52, P=0.01; t (23) =-1.37, P=0.04; t (6) =-88, P=0.03; t (9) =0-60, P=0.05; whereas the response for rest of the samples are not statistically significantly.

Table 16 Test Value = 3 of the responses regarding mass-media

N0.	**Subject**	**Test Value = 3**			
		Mean Difference	**t**	**df**	**P**
1	Technique committees	-1.10	-11.00	4	.00
2	Players	-1.04	-7.08	23	.00
3	Board	-.04	-10.80	11	.00
4	Federation	-.93	-7.12	6	.00
5	Zone sport officers	-.40	-1.81	9	.10
6	Journalist	-.25	-.40	3	.72

The t-value for technique committees, players, board and federation are statistically significantly smaller than the expected mean, t (4)=-11.00, P=0.00; t(23)=-7.08,P=00; t(11)=-10.80,P=0.00;t(6)=-7.12, P=00 respectively. However the response for zone sport officers and journalists are not statistically significant.

Discussion of finding

The study attempts to understand various factors affecting feature of Deber-berehan club to be qualified in the national league. The study findings show different factors affect the club to be qualified in the national league. Key factors, which impacted on the club to be qualified in the national league, are discussed below.

Critical factors affecting the club to be qualified in the national league

Organizational set up

Organizational design relates to the broad concept of assessing and selecting the structure of a formal system of communication, division of labor, co-ordination, control, authority and

responsibility, required in achieving an organization's goals **(Tirimanne & Ariyawardana, 2008).Robbins & Coulter (2003)** also described the organization's design is a complex web reflecting co-ordination and interaction between the various levels, business units and human components. In addition, organizational design provides a platform for the development or changing of the organization's structure). The study showed that the organization of the club has not been act as expected as the literatures said. So it affected the performance of the club to be qualified in the national league. The smallest mean is obtained for journalist (1.75) however all mean are less than the expected mean (3). That means most respondents expressed their disagreement of the effectiveness of the organization. The t-value for most of the respondents that are board, zone sport officers players were also statistically significantly smaller than the expected mean, t (11) =-11.32, P=0.00; t(9)=-3.92,P=00; t(23)=-2.64,P=0.01 respectively.
In the in interviewee most of the respondents expressed that the club has no full organizational structure as that of other clubs. Leaders in the club (federations and board…) are not professionals. Even to the extent the club has not office. As the result this affects the performance of the club.

Financial issue

The literature underscores the significance of having a football club needs financing to cope and arrange activities. Producing the services or products, acquiring the income and paying the expenditures are in a different ratio in a company, as well as in a football club. However the study showed that in Debere-brehan football club lack of finance affects the club to be qualified in the national league. It is found that the smallest mean is obtained for Technique committee (1.75) however all mean are less than the expected mean (3). The t-value for all respondents is also statistically significantly smaller than the expected mean, and their P value is less than 0.05
In the in interviewee most of the respondents expressed that the club has no enough annual budget (200, 00-300, 00 Birr per year). As a result the club couldn't pay the salary for the players and the players leave the club continuously. In summery shortage of finance affects the performance of the club.

The implementation of training (coaching and team sprit)

Providing close supervision is known to improve the quality of any program **(Program for Appropriate Technology in Health [PATH], 2003).** Furthermore, to have effective supervision, supervisory visit should be regular, and based on a common understanding of the purpose of visit **(Bhattacharyya, 2001).** In addition, effective supervision, which has marked impact on service delivery, requires strong leadership and management commitment **(Southern Nation Nationality People Republic [SNNPR] Health Bureau, 2002).**
Coaching performed adequately will result in the increase in a player's progress (e.g., skills, self-confidence). Therefore, football clubs without a strong leader as head coach may face problems in being considered a successful club. There is also substantial evidence from different literatures that the lack of supervision affect the implementation of the program (Habetamu, 2007; Alula, 2008). The study showed that the smallest mean is obtained for only Journalist (2.62) and the rest of the respondent mean is greater than the expected mean (3) and there P value of most of the

respondent is greater than 0.05. That means training (coaching and team sprit) was not the factor of the club to be qualified in the national league.
In addition in the interview conducted with the participant most of them agreed that the training given for the players was nice and make them competent enough. The players also confirmed that they have good relationship with the coach and no compliant on the training and coach.

Community participation

The body of literature also emphasizes that community based programs by their very nature are vulnerable unless they are driven, owned by and firmly embedded in communities themselves. Sport is community based activity, it needs active community participation. Community participation is commonly understood as the collective involvement of local people in assessing their needs and organizing strategies to meet those needs (**Zakus & Lysack, 1998**).
These findings also resonate with literatures that recognize lack of awareness as one of the stumbling blocks for community participation in club. Different literature showed reiterated the renewed interest in the role community participation can play in any program such as in health. In addition, current promotion policy and practice places a high value on community development work (Robinson and Elliott, 2000) because it aims to enable communities to identify problems, develop solutions and facilitate change (**Blackburn, 2000).**

This study showed that the smallest mean is obtained for Technique committees (2.67), Board (2.69), Players (2.27) and Federation (2.81) where as the largest mean is obtained for Journalist (3.08) and there P value of most of the respondent is less than 0.05. This shows that most respondents were confirmed that there was lack of community participation in the club.
In addition in the in interviewee most of the respondents expressed that there was lack of community participation in the club. Let alone the community support the club in finance, the people who watch the game of the club were not significant in number. This in turn affected the performance of the club to be qualified in the national league.

Mass-media coverage

The body of literature also emphasizes importance of well-designed and well-managed communication activities in generating awareness, and changing attitude and behavior over a period of time (Population Media Center-Ethiopia, 2008). Awareness creation in community is direct responsibility of the Medias. In Ethiopia, different media undertake a host of community mobilization activities: They conduct awareness creation and sensitization activities. In general journalists give all the key messages football club related information to individual and groups
The intersection between sport and the media rests on the notion that sport is an already socially constructed activity and it is precisely here that the effects of the media ought to be sought (Clarke 1982). Thus the media expected to and contributing for aware the community to make sport a community based program. However the study showed that lack of media coverage for the club was affect the club to be qualified in the national league. The smallest mean is obtained for technique committees (1.90), players (1.95) board (1.95) and the largest mean is obtained for Journalist (2.75) which is less than the expected mean (3). The t-value for technique committees, players, board and federation are statistically significantly smaller than the expected mean, t (4)=-11.00, P=0.00; t(23)=-7.08,P=00; t(11)=-10.80,P=0.00;t(6)=-7.12, P=00 respectively. That means most respondents confirmed that there was not media converge and support for the club.

In the interview most of the respondent also expressed that the media was not work to aware the community and make the sport a community based program. . Even to the extent the media couldn't announce when and where the club has game. Thus this is another factor affected the performance of the club to be qualified in the national

5. DISCUSSION OF HYPOTHESIS

The research tries to answer the following hypothesis

H1: There may be organizational problem that affects the club to be qualified in the national league.

All mean are less than the mean value (3). That means most respondents expressed their disagreement the effectiveness of the organization.

In the interview most of the respondents expressed that the club has no full organizational structure as that of other clubs. Leaders in the club (federations and board…) are not professionals. Even to the extent the club has not office. As the result this affects the performance of the club. The researcher hypothesis is accepted

H2: **There may be financial problem that affects the club to be qualified in the national league.**

All mean are less than the mean value (3). As a result the club couldn't pay the salary for the players and the players leave the club continuously. In summery shortage of finance affects the performance of the club

In the interview most of the respondents expressed that the club has no enough annual budget (200, 000-300, 000 Birr per year). As a result the club couldn't pay the salary for the players and the players leave the club continuously. In summary shortage of finance affects the performance of the club. The researcher hypothesis is accepted.

H3: There may be lack of training that affects the club to be qualified in the national league.

The study showed that the smallest mean is obtained for only Journalist (2.62) and the rest of the respondent mean is greater than the expected mean (3) .that means training was not the factor of the club to be qualified in the national league.

In addition in the interview conducted with the participant most of them agreed that the training given for the players was nice and make them competent enough. The players also confirmed that they have good relationship with the coach and no compliant on the training and coach. The researcher hypothesis is rejected.

H4:There may be lack of community participation that affects the club to be qualified in the national league.

The study shows all means are less than the mean value (3) that most respondents were confirmed that there was lack of community participation in the club

In addition in the interviewee most of the respondents expressed that there was lack of community participation in the club. Let alone the community support the club in finance, the people who watch the game of the club were not significant in number. This in turn affected the performance of the club to be qualified in the national league. The researcher hypothesis is accepted.

H5: There may be lack of media coverage that affects the club to be qualified in the national league.

All means are less than the mean value (3).That means most respondents confirmed that there was not media coverage and support for the club. The smallest mean is obtained for technique committees (1.90), players (1.95) board (1.95) and the largest mean is obtained for Journalist (2.75) which is less than the expected mean (3). The t-value for technique committees, players, board and federation are statistically significantly smaller than the expected mean, t (4) = -11.00, P=0.00; t (23) = -7.08, P = 00; t (11) = -10.80,P = 0.00; t (6) = -7.12, P=00 respectively. That means most respondents confirmed that there was not media converge and support for the club.
In the interview most of the respondent also expressed that the media was not work to aware the community and make the sport a community based program. . Even to the extent the media couldn't announce when and where the club has game. Thus this is another factor affected the performance of the club to be qualified in the national league. The researcher hypothesis is accepted.
The researcher was hypothesized that there may be organizational and financial problem, there may be also deficient of implementation of training, lack of community participation and lack of media coverage that affects Deber-berehan football club to be qualified in the national league.
As presented in earlier the researcher proved that except training all other the hypotheses accepted as the factors that affect Deber-berehan football club to be qualified for the national league.

6. SUMMARY, CONCLUSION AND RECOMMENDATION

Summary

This study was intended to factors affect Debre birhan city football club non- qualified to the national football league. The study is limited to the variables such as organization, finance, training, community participation, and media coverage.
To achieve the stated purpose, the researcher attempted to identify basic hypothesis which served as guides in the data collection and analysis activities as well as in sharpening the specific factor that needs to be addressed in the study.
The study employed descriptive survey method. As such data was collected using sets of questionnaires for were developed in English and both was translated into Amharic language so as to obtain information from players, Federation, zone sport office expert, club board, technique committee, and journalists . In this research the researcher used interview to strength the data obtained from the questionnaire. Accordingly, one coach, one manager, three sport office experts, three technique committee, and two journalists were participated in the interview.

The data collected through structured questionnaires were also presented in spss version 16 (mean standard division) and . In addition, qualitative data of the items in the interview were analyzed by thematic analysis. The data hold the following major findings.

- Most of the respondents expressed that the club has no full organizational structure as that of other clubs. Leaders in the club (federations and board…) are not professionals. Even to that extent the club has not office. As the result this affects the performance of the club.
- Most of the respondents expressed that the club has no enough annual budget. As a result the club couldn't pay the salary for the players and the players leave the club continuously. In summery shortage of finance affects the performance of the club.
- Most of them agreed that the training given for the players was nice and make them competent enough. The players also confirmed that they have no compliant on the training and coach. So there may be lack of clarity among the respondent. So the issue should be studied further in the future.
- Most of the respondents expressed that there was lack of community participation in the club. Let alone the community support the club in finance, the people who see the game of the club were not significant in number. This in turn affected the performance of the club to be qualified in the national league.
- Most of the respondent also expressed that the media was not work to aware the community and make the sport a community based program. . Even to the extent the media couldn't announce when and where the club has game. Thus this is another factor affected the performance of the club to be qualified in the national league.
- Interestingly the study pointed out that effective organizational set up the club will established, lack of community participation, lack of finance, and lack of mass-media coverage are factors affecting Deber-berahn club to be qualified in the national league.

7. CONCLUSION

The study explores the possible factors affecting Debere-Berhan football club to be qualified in the national league. The study could contribute to a body of knowledge about factor for football clubs to be qualified in the national league, which seems to be lacking presently. Low performance of the club has skewed effort and attention on improving the performance of the club. The football clubs were uncritically considered the source of players for the national football team of Ethiopian. However it seemed that little thought was given in determining the resources and strategies that help the club.Interestingly the study pointed out that

- Lack of effective organizational set up.
- Lack of community participation.
- Lack of finance, and.
- Lack of mass-media coverage is factors affecting Deber-berahn club to be qualified in the national league.

8. RECOMMENDATION.

On the bases of the findings obtained the following points are recommended.

1. To make the sport community based, the community members should support the club activities with financial skill, and knowledge.
2. Financial constraints of the club will be resolved through different mechanism. and the responsible bodies and practitioner should accurately prepare and implement the strategic plan which ensures regular financial income.
3. To attract the community (public) through the role of media is valuable, thus to get more Customers and to speed up over all development of the club media agencies and the club Management bodies should work cooperatively.
4. Establishing effective organizational set up of the club and assigning appropriate professionals.
5. In summery based on insight into the challenges facing the club, more rigorous measures are needed to ensure that key stakeholders. Understand the various challenges.

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