

Script: “The Road From a Losing Streak to a Winning Streak”

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This audio feature is about an American football team, the Cairo Bears and their road from a losing team throughout the first three seasons, to the champions of the East division. A major factor in this drastic change is Shady ElKadry, a former player who has traded his pad and helmet for a whistle and clipboard.

*NAT Sound: -Fade In- The crowd cheering “let’s go defense” -Fade Out- [RT: 16 Seconds]*

*SoundBite (Vox Pop1): I was very frustrated because of the losses. It was very tough.*

*Music: -Fade In- Stay With Me- Everlasting Dream -Fade Out- [RT: 15 Seconds]*

*SB (VP2): It was very demotivating and I almost quit.*

*SB: (VP3): We went through a lot of training but we still lost in the end which was very frustrating.*

*[TRT:*

Narrator: What was that? Well that was the Cairo Bears talking about their first three seasons, or years, playing American football. But wait wait. Let's pause.

*SFX: Rewind [RT: 1 Second]*

*Music: -Fade In at second 28- Uplifting Acoustic Background Music For Videos -Fade Out- [RT: 92 Seconds]*

What are we even talking about? Here are some quick need to know background: American football in Egypt has a league called the ENFL, Egyptian National Football League. Pretty straightforward. Now, there are eight teams, all of these teams are under one federation EFAF, or the Egyptian Federation of American football. Deep into all of these details; amongst those teams is one team with an interesting story, Cairo Bears, which Shady ElKadry shares

*Shady ElKadry (SK): The history of the bears started in 2013. We first started with about seven players, the history of the Bears started a little bit before. Before that we were.. we had a different name. We started first as Lions. That was before the Egyptian Federation of American football that's the Federation that we play under was established.*

Narrator: The Egyptian Federation of American football or EFAF holds the current monopoly in the American football market. It was established in 2013 with the first season taking place in 2014. Simply put, new year new season. And each season the bleachers become more and more packed with fans cheering for their favorite teams waving their flags banging their drums and screaming at the top of their lungs.

*SK: Before that we were just people that love the game we played but not in a professional way.*

Narrator: But after the creation of EFAF It wasn't just for fun.

*SK: We had our first trials about 40 to 45 players came to the tryouts. That's when we started becoming a full team. We played in the first flag football tournament that the Egyptian Federation organized.*

*Music: -Fade In at minute 2- 'Happy Sad Piano Music - Forever [Copyright Free Music]' -Fade Out- [RT: 79 Seconds]*

Narrator: But even after putting all of their efforts into establishing a team training players a whole new foreign game they did not have an easy journey.

*SK: We had three losing seasons. We didn't win any game.*

Narrator: Shady explains that after the first losing season they went from 45 to 20 players or less and it still continued in their following seasons which also meant that they have to train all the players that joined them due to the lack of knowledge about the game in Egypt.

*Ahmed Soliman (AS): It was very hard for us as a board. In the last season, the third season, we sat down and we were thinking about actually stopping the Bears team because it wasn't going anywhere.*

Narrator: That was one of my closest friends Ahmed Soliman or as his friends know him, Soli. He's the general manager of the Bears and the former president. He's been there since day one. And while he talks about the misery of the losing streak a little ray of hope came during the third season.

*SK: This season was the turning point for the Bears because of Coach banks of what he of the knowledge that he gave us and on how to play the game and gave us the basics exactly of what we need to build the team not only on the field but also off the field.*

*NAT Sound: -Fade in at minute 3- the Cairo Bears' post-game cheer. -Fade Out- [RT: 29 Seconds]*

Narrator: The Bears' team spirit is actually one of their most appreciated characteristics on the football field. EFAF's social media posts applaud them for their team spirit and their well-known postgame cheer. Coach Antonio Banks was an NFL coach who came to Egypt in 2017 solely to coach the Cairo Bears. And even though he gave them great characteristics as a team they still

maintained their losing streak during that third season. But since they felt some improvement in game knowledge and team spirit they tried to redo this plan by getting another American NFL coach the following season.

*Music: -Fade in at minute 3:34- 'Sad Background Music - No Copyright - Free To Use'  
-Crossfade into next track- [RT: 37 Seconds]*

*SK: That year we we had the plan of getting a coach. But some problems occurred and we weren't able to bring the coach.*

Narrator: That felt like rock bottom to the team. They paid the coach got him his ticket got him an apartment but he built at the very last second just before the season began. But that may have been a blessing in disguise for the Cairo Bears.

*SK: One of us had to quit being a player and just focus on coaching because in this game you need someone to be on the sideline organize how the game that the game plan on how to attack or defend in a game. I've been the coach.. This is my second year as being the head coach of the Bears.*

*Music: -Crossfade from previous music track- 'Uplifting Acoustic Background Music For Videos' -Fade Out- [RT: 50 Seconds]*

Narrator: Shady sites YouTube videos as his main source of information on how to develop as a coach. Not only that but shed you had to create his own playbook for the team and to come up with his own strategies which was a lot of responsibility for just one ordinary player was suddenly given a whistle and a clipboard expected to make all the calls during intense games. But luckily that was just the beginning of the bears a strong comeback onto the field.

*NAT Sound: -Fade in at 4:36- loud fan cheering and drumming at the match -Fade Out- [RT: 8 Seconds]*

*AS: There's a lot of praise that has to be given to quote shady because he carried the team after coach Antonio banks in Season 4 we did have an import coach so called Shady or Chris treated that season and*

*NAT Sound: -Fade in at 4:52- Loud fan cheering after a touchdown -Fade Out- [RT: 5 Seconds]*

*AS: We managed to come out with three wins that season.*

Narrator: Their journey may have been difficult but their success has been very noticeable these past two seasons.

*Music: -Crossfade from previous track at 4:57- 'High Energy Rock Action Sports Background Music Royalty Free' -Fade Out at the end- [RT: 83 Seconds]*

*AS: And during the last season the fifth season team that just finished we came out as its champions. As you know and that was there was a very happy moment for all of us because we know how much work we had to put in to get here and how much dedication we had to put in over the past couple of years to season this game against the Eagles. Eagles are considered our rivals or we would like to think of them as rivals because we're both in the same area .*

Narrator: The Bears vs. Eagles game went into overtime for the first time in history but the Bears ended up winning the game it shows us on the map from the leading teams the Carroll bears have had a long five year journey starting with disappointment but ending with great improvement. Shady gave up being a player in order to maintain the existence of the bears on the field.

Narrator: They are now the champions of the East Division and as their entrance song says here comes the boom. This audio feature was produced by Mariam Salah for the audio production course at the American University in Cairo taught by Professor Kim Fox in the spring semester of 2019. Special thanks to Shady ElKadry, Ahmed Soliman, Cairo Bears and EFAF. The music was gathered from YouTube royalty free music and Jamendo.