



COWBOY MARCHING BAND
2024 GAMEDAY PROGRAM

BAND WEEK 4
OKLAHOMA STATE VS. UTAH
SEPTEMBER 21, 2024



COWBOY MARCHING BAND

102 GSM • Oklahoma State University • Stillwater, OK 74078 / (405) 744-6135 / osubands@okstate.edu

2024 CMB SCHEDULE

Aug. 6-8	Percussion Camp
Aug. 9-16	Band Camp
Aug. 31	OSU vs. S. Dakota St.
Sept. 7	OSU vs. Arkansas
Sept. 14	OSU at Tulsa <i>Full Band Trip Tulsa, OK</i>
Sept. 20	McKnight Center Pep Rally Series
Sept. 21	OSU vs. Utah
Sept. 28	OSU at Kansas State <i>Pep Band Trip Manhattan, KS</i>
Oct. 5	OSU vs. West Virginia <i>Alumni Band Weekend</i>
Oct. 26	OSU at Baylor <i>Pep Band Trip Waco, TX</i>
Nov. 2	HOMECOMING Sea of Orange Parade OSU vs. Arizona St.
Nov. 9	OSU at TCU <i>Full Band Trip Fort Worth, TX</i>
Nov. 15	McKnight Center Pep Rally Series
Nov. 16	Band in Review at McKnight Center
Nov. 23	OSU vs. Texas Tech <i>Senior Day</i>
Dec. 7	Big 12 Championship <i>Arlington, TX</i>
Dec. 14- Jan. 20	Bowl Season

BAND WEEK 4

Oklahoma State vs. Utah
September 21 • 3:00 PM • FOX

WEEK 4 NOTES

- The CMB debuts its “Electric Cowboy” program for this week’s game. The show highlights modern country music and rock selections and will also present a feature routine from twirlers Callan Hall and Jaidyn Poole. More information about the program can be found elsewhere in this program.
- The CMB will take part in the McKnight Center Pep Rally on Friday, Sept. 20 prior to the Grace Potter concert scheduled for that night. The pep rally will also feature the OSU spirit squads and other guests. Admission is free.
- The CMB continues to add new stand shorts to its in-game repertoire. Keep your ears open for these new sounds!

SEASON NOTES

- The CMB welcomes Mr. Allan Goodwin as its new director this year. Mr. Goodwin previously served for 12 years as the Associate Director of Bands and Director of the “Pride” Marching Band at Texas A&M University-Commerce. He will also direct the OSU Symphonic Band.
- The band also welcomes Mr. Jeremy Smith as Assistant Director. Mr. Smith is an experienced public school educator in his home state of Georgia, and will conduct the OSU Concert Band this year as well as taking over duties for the OSU Spirit Band this winter.
- The CMB welcomes Steven Estudillo as its new visual designer, and the audience will see the use of three-step intervals between performers in formation as opposed to the more traditional two-step interval.
- Chuck Lester, “The Voice of the Cowboy Marching Band,” celebrates his 25th year as the band’s announcer this season.

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GAMEDAY SCHEDULE

SEPTEMBER 21, 2024

8:30 AM	Gameday Rehearsal at Practice Field (east of Gallagher-Iba Arena)
11:00 AM	Gameday Meal (<i>for subscribing students</i>)
11:45 AM	Eskimo Joe's Band performs
12:25 PM	Cowboy Corral Pep Rally at ConocoPhillips OSU Alumni Center
1:00 PM	The Walk at OSU Student Union
1:40 PM	OSU Drumline at Bartlett Center
2:00 PM	Orange Power Pep Rally / Pregame Concert at Bartlett Center
2:15 PM	Parade March to Boone Pickens Stadium
2:42 PM	Pregame Performance at Boone Pickens Stadium
3:00 PM	Kickoff - OSU vs. South Dakota State
Postgame	Performance in stands as crowd departs

GAMEDAY ATTENDANCE AND MEDIA POLICIES

All CMB practices and events on gamedays are open to the public. Media members who wish to attend events for coverage, schedule interviews, or record any events should contact Dr. Bradley Genevro at least one week in advance to check availability and confirm scheduling. Please note that the Band Office may need to secure permission from event hosts at the OSU Alumni Association or OSU Student Union for a media presence at the pep rally or The Walk, and may need to secure permission from OSU Brand Management regarding interview requests. These clearances may delay confirmation of scheduling.

For home games, CMB performances within Boone Pickens Stadium as part of Cowboy Football gamedays are subject to OSU Athletics policies regarding ticketing and media access. Members of the public who wish to observe these performances must have a ticket to the game to gain entry; prospective CMB members interested in attending the games should contact Dr. Bradley Genevro about the CMB Gameday Guest program. Members of the media who wish to follow the CMB at games must follow the credentialing process set by OSU Athletic Communications. For more information about this process, consult the 2024 Cowboy Football Media Guide or contact Sean Maguire, Director of Football Communications, at sean.maguire@okstate.edu.

For away games, the Big 12 Championship, and any bowl games, persons are subject to ticket and media access policies of the host institution or venue. Policies for CMB events at these sites will be made available in advance when possible.

2024 COWBOY MARCHING BAND STAFF

Allan Goodwin	Director, Cowboy Marching Band Associate Director of Bands	allan.goodwin@okstate.edu
Jeremy Smith	Assistant Director, Cowboy Marching Band Assistant Director of Bands	jsmi319@okstate.edu
Wayne Bovenschen	Director, OSU Drumline and Front Ensemble Associate Professor of Percussion	wayne.bovenschen@okstate.edu
Dr. Bradley Genevro	Director of Bands & Professor of Music Associate Director, Greenwood School of Music	bradley.genevro@okstate.edu
Tori Williamson	Instructor, OSU Color Guard	
Aly Akers	Twirling Coordinator	
Steven Estudillo	Visual Designer	
Chuck Lester	Announcer - "The Voice of the Cowboy Marching Band"	
Dianne Holba	OSU Bands Senior Administrative Assistant	
Monica Santillan	Greenwood School of Music Coordinator of Auditions, Outreach, and Community Engagement	
Robin Herrod	Photographer	
Gaylin Washam	Social Media Coordinator	
Clinton Wieden	Print Media Coordinator	
Emily Copeland	Graduate Assistant, Second Year	
Jordan Fansler	Graduate Assistant, Second Year	
Caleb Tonini	Graduate Assistant, Second Year	
Brady Callicott	Graduate Assistant, First Year	
Clayton Ford	Graduate Assistant, First Year	
Mason Martinez	Graduate Assistant, First Year	
Carson Mann	Undergraduate Percussion Assistant	
Raygan Mida	Undergraduate Percussion Assistant	
Haylie Williamson	Logistics Coordinator	

2024-25 CMB SPONSORSHIP PROGRAM

To show their support, loyal and true friends of the Cowboy Marching Band can now sponsor the band's halftime appearances, instrument sections, and more! As a CMB Sponsor, you'll be supporting all the activities of the band, all year long. It is only because of the support of friends like you that we can maintain our high level of musical and visual excellence! Donations through this new program will directly impact our students by ensuring support for equipment, instrument maintenance, professional music & drill, uniforms, and wraparound services for band students. Donations will be directed to the Cowboy Band Fans Fund (22-84700) and donors sponsoring in the inaugural year will receive priority notification for sponsorship in future seasons. Don't delay - sponsorships are limited!

Sponsorships are available at the following levels:

\$10,000 - Individual Halftime Sponsorship

\$7,500 - Season-long Section Sponsorship

\$2,500 - Gameday Experience Sponsorship

\$500 - Individual Student Sponsorship

More information about the program, including the benefits of each sponsorship level, can be found at philanthropete.osugiving.com, or by contacting Dr. Bradley Genevro at bradley.genevro@okstate.edu.

ABOUT THE CMB

The Cowboy Marching Band is the largest performing ensemble in the OSU band program. Over 300 students from colleges and degree programs all over campus, from multiple states and countries, and from varied musical backgrounds come together to perform a variety of musical selections and visual programs each year as part of one of the largest student organizations at OSU.

As an athletic band program, the CMB supports Cowboy Football at each home game, in-state away games, select other away games, and bowl games each year. Pep bands often travel to support the team when the full CMB does not. Outside of athletic contests, the CMB and its component groups can be spotted performing at various university functions.

The CMB performs a variety of music in its shows to appeal to a wide range of audiences. Past programs have featured military marches, classical music, contemporary pop hits, classic rock, country music, Broadway show tunes, cartoon themes, video game music, Latin jazz, and more. The CMB utilizes multiple styles to present an engaging visual product; words, picture images, military blocks, asymmetrical drill, and other techniques are used to help bring exciting visual interpretations to the musical selections.

The CMB traces its history to a student-led group founded in 1905 that bought its own uniforms and hired its own director. Since then, it has become a group known for its musicianship, enthusiasm, and overall quality, and the memories made as part of the CMB are cherished by generations of alumni, friends, and fans. The shared experience of so many and the role the CMB plays at OSU have made "The Spirit of Oklahoma State" more than a nickname - it is a statement of purpose.

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SPONSOR SPOTLIGHT

SPONSORSHIP DONORS

Thanks to everyone who has donated to the Cowboy Marching Band so far through this year's Sponsorship Program! We are so appreciative of your support of our students and our program - your gifts are an important part of continuing to make the Cowboy Marching Band the best it can be, and we're glad you have made a commitment to that endeavor.

Bob and Pam Spinks

Gary and Pam Lanman

D. Eileen Smith

William McClure

Anonymous Donor #1

Robert Jandebour

In Memory of Doug and Joan Jandebour

Brent Wooten

John Engle

Anonymous Donor #2

Richard Kunze

Ed Rodgers

In Memory of Hiram Henry

Anonymous Donor #3

Edward E. & Helen T. Bartlett Foundation

Anonymous Donor #4

THANK YOU FOR YOUR SUPPORT!

****List as of 9/20/24*

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HALFTIME PRESENTATION

ELECTRIC COWBOY

ELECTRIC COWBOY is a program that will see the Cowboy Marching Band explore modern country music and rock favorites and spotlight the band's feature twirlers.

The show opens with the traditional American folk song **Man of Constant Sorrow**. A folk standard first published in the early 20th century, artists such as the Stanley Brothers and Bob Dylan have recorded versions of the song. It gained its greatest prominence in 2000, when it was featured in the film *O Brother, Where Art Thou?* That version of the song won a Grammy for Best Country Collaboration in 2002 and helped the film's soundtrack become a multiplatinum-selling album.

The program takes a stylistic turn for the second number from traditional folk to modern "country-fried" southern rock with the Black Stone Cherry hit **White Trash Millionaire**. The lead single from the 2011 album *Between the Devil and the Deep Blue Sea*, the song put the band considered to be a modern heir to Lynyrd Skynyrd in the Top 30 on both the *Billboard* Mainstream Rock and Rock Songs charts. The song was co-written by Black Stone Cherry and songwriter Zac Maloy, who today also serves as an adjunct professor of songwriting in OSU's music industry program.

The final song in the lineup moves the program into modern country. Jason Aldean's 2009 single **She's Country** hit No. 1 on the *Billboard* Hot Country Songs chart and was also a Top 40 hit on the *Billboard* Hot 100. The track was the lead single from Aldean's album *Wide Open*, which hit No. 2 on the *Billboard* Top Country Albums chart and No. 4 on the *Billboard* 200. Twirlers Callan Hall and Jaidyn Poole will perform a feature routine during this song.

This performance will also feature a special tribute after the conclusion of the main program. Stay tuned!

Wind arrangements for **ELECTRIC COWBOY** are by Prof. Allan Goodwin. Percussion parts are by graduate teaching assistant Caleb Tonini, color guard movements are coordinated by Tori Williamson, feature twirler routines are coached by Aly Akers, and drill design is by Steven Estudillo.

SIGHTS OF THE CMB - SOUTH DAKOTA STATE

Photos by Robin Herrod



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SIGHTS OF THE CMB - ARKANSAS

Photos by Robin Herrod



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