



COWBOY MARCHING BAND

2024 GAMEDAY PROGRAM

BAND WEEK 5
OKLAHOMA STATE VS. WEST VIRGINIA
OCTOBER 5, 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 5

Oklahoma State vs. West Virginia

October 5 • 3:00 PM • ESPN2

WEEK 5 NOTES

- After last week's pep band trip to Kansas State, the CMB returns to full band performance with the debut of its "Women Who Rock" program for this week's game. The show highlights popular rock selections by noteworthy female artists and features drill design by graduate student Jordan Fansler. More information about the program can be found elsewhere in this program.
- The CMB welcomes home the OSU Alumni Band this weekend for its annual reunion festivities. The Alumni Band will join the CMB for performances at the Cowboy Corral Pep Rally at the ConocoPhillips OSU Alumni Center, the Spirit Walk, and the Orange Power Pep Rally/Pregame Concert.
- In a rarity for any marching band season, the full CMB will have the next three weeks off from performance due to a bye week, a distant road game, and a pep band trip to the Baylor game. The full band will be back in action on the first weekend of November for America's Greatest Homecoming Celebration.

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

OCTOBER 5, 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 (with OSU Alumni Band)
1:00 PM	The Walk at OSU Student Union (with OSU Alumni Band)
1:40 PM	OSU Drumline at Bartlett Center
2:00 PM	Orange Power Pep Rally / Pregame Concert at Bartlett Center (with OSU Alumni Band)
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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SUPPORT SPOTLIGHT

THE OSU ALUMNI BAND

This weekend, the Cowboy Marching Band will be joined by past members representing many different eras of the band as the OSU Alumni Band returns for the annual Alumni Band Weekend.

Founded in 1979 by a group of dedicated alumni led by Hugh “Bubba” Kierig and Walter Higginbotham, the OSU Alumni Band has connected generations of alumni from all parts of the band program. In 2011, the group voted to become part of the OSU Alumni Association. Since then, the organization has been known formally as the Band Alumni Chapter of the OSUAA. It continues to oversee group operations, including performances of the Alumni Band and the planning of Alumni Band Weekend, as well as being responsible for alumni relations for all OSU bands.

In addition to its social activities and alumni communications, the group also supports fundraising efforts for scholarships and memorials, such as naming the jazz director’s office in the Greenwood School of Music building in honor of Paul “Prof” Montemurro. The organization actively supports the Hiram Henry scholarship and the “Prof” Montemurro scholarship that are awarded by the Greenwood School of Music. The group also provides active support to the band program by providing an end-of-camp meal on the final day of Band Camp, supporting the Spirit Band when students are on holiday breaks, and supporting initiatives such as the commissioning of musical works when possible.

Persons interested in more information about the Band Alumni Chapter or the Alumni Band itself can contact the Board of Directors at bandalumni@okstatealumni.org.



OSU Alumni Band members at the 2023 Alumni Band Weekend

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HALFTIME PRESENTATION

WOMEN WHO ROCK

The Cowboy Marching Band turns its attention this week to female artists who have shaped the course of popular music with its decades-spanning program **WOMEN WHO ROCK**. The visual presentation for this program is unique in the slate of shows for this season as its drill formations have been designed by second-year graduate student Jordan Fansler.

The show opens with ***I Love Rock 'n' Roll***, made famous by Joan Jett and the Blackhearts. Originally recorded by British rock band the Arrows in 1975, Jett first recorded the song in 1979 and re-recorded it in 1981 after forming the Blackhearts. This second version became Jett's biggest hit, spending seven weeks atop the *Billboard* Hot 100, placing No. 3 in the *Billboard* Year-End Singles chart for 1982, topping charts in multiple countries, and even being parodied by "Weird" Al Yankovic. The single was certified Platinum for sales and was inducted into the Grammy Hall of Fame in 2016. Both *Billboard* and *Rolling Stone* have ranked Joan Jett's version as one of the greatest songs of all time.

The program moves ahead in time for the second selection, Pink's 2008 hit ***So What***. The lead single from her fifth album *Funhouse*, the song hit No. 1 on the *Billboard* Hot 100, topped the charts in many European countries, and became a smash hit in Australia, where it not only topped the singles chart for four weeks but remained on the chart for nearly eight months. The track earned Pink a Grammy nomination for Best Female Pop Vocal Performance in 2009.

The show closes by going back to the early 1980s for the worldwide smash hit ***Call Me***. Composed as the theme to the film *American Gigolo*, the song was performed by new wave pioneers Blondie with music composed by the "Father of Disco" Giorgio Moroder. *Call Me* spent six consecutive weeks atop the *Billboard* Hot 100 in 1980, topped the *Billboard* Year-End Singles chart for 1980, and went Gold as a single. It also was nominated for the Grammy for Best Rock Performance by a Duo or Group with Vocal in 1981 and earned Moroder and vocalist/lyricist Debbie Harry a nomination for the Golden Globe for Best Original Song. Fans will also recognize the tune as a staple of the OSU Spirit Band's repertoire for many years (albeit in a different arrangement).

Wind arrangements for **WOMEN WHO ROCK** are by Prof. Allan Goodwin (*So What* and *Call Me*) and Tom Wallace (*I Love Rock 'n' Roll*). Percussion parts are by Prof. Wayne Bovenschen, color guard movements are coordinated by Tori Williamson, feature twirler routines are coached by Aly Akers, and drill design is by graduate teaching assistant Jordan Fansler.

SIGHTS OF THE CMB - TULSA

Photos by Robin Herrod



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SIGHTS OF THE CMB - UTAH

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