



COWBOY MARCHING BAND

2024 GAMEDAY PROGRAM

BAND WEEK 2
OKLAHOMA STATE VS. ARKANSAS
SEPTEMBER 7, 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 2

Oklahoma State vs. Arkansas
September 7 • 11:00 AM • ABC

WEEK 2 NOTES

- Cowboy Football welcomes the Arkansas Razorbacks to Boone Pickens Stadium for the first time since 1978 this week. The Cowboy Marching Band welcomes the members of the Razorback Marching Band traveling to Stillwater to be part of the game.
- This week will again feature the band's "Magical Mystery Tour" program, featuring some favorite classic rock hits. This week's show will be performed to the north side of the stadium and is sponsored by the Edward E. & Helen T. Bartlett Foundation. More information about the show and our sponsor is available in this notes booklet.
- Experienced CMB watchers will have noticed some new "stands tunes" in the band's repertoire during last week's game with South Dakota State. There are more to come, so keep your ears open for these new gameday elements!

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.
- The CMB has exciting new multimedia elements to its halftime field entrance. Stay tuned to the video board at Boone Pickens Stadium!
- After a two-year hiatus, the CMB is pleased to welcome back its Feature Twirlers. Callan Hall of Salina, KS and Jaidyn Poole of Katy, TX will showcase their talents this season as the band's storied twirling tradition continues.
- 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 7, 2024

6:30 AM	Gameday Meal (<i>for subscribing students</i>)
8:25 AM	Pep Rally at ConocoPhillips OSU Alumni Center
9:00 AM	The Walk at OSU Student Union
9:40 AM	OSU Drumline at Bartlett Center
10:00 AM	Orange Power Pep Rally / Pregame Concert at Bartlett Center
10:15 AM	Parade March to Boone Pickens Stadium
10:42 AM	Pregame Performance at Boone Pickens Stadium
11:00 AM	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

Edward E. & Helen T. Bartlett Foundation

This week, the Cowboy Marching Band's halftime performance is graciously sponsored by the Edward E. & Helen T. Bartlett Foundation as part of the CMB Sponsorship Program.

The foundation has a long history of support of the Cowboy Marching Band. Financial gifts to the CMB have helped enhance the student experience for a number of years, including, among other initiatives, special activities on bowl trips for CMB members to enjoy a similar experience as other university groups.

The Bartlett Foundation has also been a longtime supporter of Oklahoma State University in a larger context. Gifts from the foundation have endowed five faculty chairs across campus, supported construction of both the McKnight Center for the Performing Arts and the Greenwood School of Music building (including the naming gift for the GSM's large rehearsal hall), and provided scholarship support for numerous students.

The foundation also supports initiatives at the OSU Institute of Technology, the University of Oklahoma, and the University of Tulsa, as well as public education and community organizations in the Tulsa metropolitan area through the awarding of various grants and scholarships.

Members of the foundation's Board of Trustees - some of whom are Cowboy Marching Band alumni - will represent the Bartlett Foundation at the OSU/Arkansas football game.

The Cowboy Marching Band extends its sincere thanks and appreciation to the Edward E. & Helen T. Bartlett Foundation for its support of this halftime program, and for all of its past, present, and future support of our students!



The Bartlett Family Rehearsal Hall in the Greenwood School of Music - named through a gift of the Edward E. & Helen T. Bartlett Foundation

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HALFTIME PRESENTATION

MAGICAL MYSTERY TOUR

MAGICAL MYSTERY TOUR is a program that will feature the Cowboy Marching Band exploring classic rock favorites of the 1960s and 1970s.

The title and opening number set the tone of the show. “Magical Mystery Tour” was a well-known program of the “Clown Princes of Drum Corps,” the Velvet Knights Drum and Bugle Corps. The CMB has paid tribute to that program in past seasons, and while this show is entirely new in its musical selections under the title, it is in the spirit of that program that this presentation is made.

The show opens, appropriately, with the Beatles classic **Magical Mystery Tour**, from the 1967 television film and soundtrack of the same name. While the film was not a success, the song was, peaking at No. 2 on the UK singles charts. It has maintained a place in the Beatles’ pantheon of greatest hits ever since.

The CMB remains in the 1960s for the show’s second number, **Sunshine of Your Love**. Written and recorded by the legendary power trio Cream, the song was featured on the group’s seminal album *Disraeli Gears*. As a single, the song was a Top 40 hit in multiple countries, peaked at No. 5 on the *Billboard* Hot 100 in the United States, and was No. 6 on *Billboard’s* Year-End Singles chart for 1968.

The band jumps forward in time to the 1970s to close the “tour” with the incomparable **Bohemian Rhapsody**. A favorite of the CMB through the years, the song was recorded by Queen for their 1975 album *A Night at the Opera*. Upon its original release as a single, the song hit No. 1 in multiple countries and the top ten in many more. Since then, it has become one of Queen’s signature songs and a fixture of pop culture around the world.

Wind arrangements for **MAGICAL MYSTERY TOUR** are by Prof. Allan Goodwin. 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 Steven Estudillo.



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BAND**