



COWBOY MARCHING BAND
2024 GAMEDAY PROGRAM

BAND WEEK 6
OKLAHOMA STATE VS. ARIZONA STATE
NOVEMBER 2, 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 6

Oklahoma State vs. Arizona State
November 2 • 2:30 PM • FOX/FS2

WEEK 6 NOTES

- After a three-week break, the full CMB returns to action this week for America's Greatest Homecoming! The band will be part of the Homecoming pep rally on Nov. 1 in Gallagher-Iba Arena, the Sea of Orange Parade on the morning of Nov. 2, and the Homecoming football game.
- This week's program, "Breaking Up Is Hard to Do," features modern pop music selections about the downsides of romantic relationships and the way they can end. More information about the show can be found elsewhere in this notes booklet.
- Feature twirlers Callan Hall and Jaidyn Poole were recently featured on social media for the College of Education and Human Sciences. You can check out their interview on Instagram at @osu_featuretwirlers and @okstate_ehs.
- The CMB will take its annual out-of-state trip next week as Cowboy football takes on TCU in Fort Worth, TX. The trip schedule will be finalized next week when the game time is announced. Following this trip, the CMB will perform its Band in Review concert at the McKnight Center for the Performing Arts on Nov. 16.

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

NOVEMBER 1, 2024

9:30 PM Homecoming Pep Rally at Gallagher-Iba Arena

NOVEMBER 2, 2024

8:00 AM Band meets at 9th and Lewis for parade warm-up

9:00 AM Sea of Orange Parade

11:00 AM Pistol Pete Roll Call at Alumni Center
Gameday Meal (*for subscribing students*)

11:15 AM Pep Band at Eskimo Joe's

11:55 AM Pep Rally at ConocoPhillips OSU Alumni Center

12:30 PM The Walk at OSU Student Union

1:10 PM OSU Drumline at Bartlett Center

1:30 PM Orange Power Pep Rally / Pregame Concert at Bartlett Center

1:45 PM Parade March to Boone Pickens Stadium

2:12 PM Pregame Performance at Boone Pickens Stadium

2:30 PM Kickoff - OSU vs. Arizona 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.

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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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HALFTIME PRESENTATION

BREAKING UP IS HARD TO DO

Relationships can be wonderful experiences, but if they turn sour, they can be one of life's most difficult endeavors. The Cowboy Marching Band will use some of the biggest hits in modern pop music to explore what happens when love goes wrong in ***BREAKING UP IS HARD TO DO***.

The show opens with Lady Gaga's 2009 worldwide dance-pop juggernaut ***Bad Romance***. With lyrics describing a relationship gone wrong and musical elements that led a 2017 American Psychological Association journal article to call the song one of the catchiest earworms ever, *Bad Romance* topped the charts in more than 20 countries, sold more than 12 million copies as a single, and captured the Grammy for Best Female Pop Vocal. Its accompanying music video, called one of the greatest ever made, won the Grammy for Best Music Video and tied the record for most nominations at the MTV Video Music Awards. It is seen as the song that elevated Lady Gaga to a different level as an artist, and won spots on lists published by *Rolling Stone* and *Billboard* as one of the greatest pop songs ever written.

Next up is *Billboard*'s year-end No. 1, for 2016, the Justin Bieber hit ***Love Yourself***. Written by Bieber, Ed Sheeran, and Benny Blanco, the song is a dismissal of a bad partner at the end of a relationship. *Love Yourself* topped the *Billboard* Hot 100 in 2016 and also hit No. 1 in multiple countries. It also earned two Grammy nominations.

The program closes with a smash hit from 2000, *NSYNC's ***Bye Bye Bye***. Written from the perspective of a man ending a difficult relationship, the song peaked at No. 4 on the *Billboard* Hot 100. Its sales success and its accompanying video, featuring some of the early 2000s' most iconic pop music choreography, turned *Bye Bye Bye* into *NSYNC's signature song. More recently, interest in the song was rekindled after it appeared in the 2024 film *Deadpool and Wolverine*.

Wind arrangements for ***BREAKING UP IS HARD TO DO*** are by Prof. Allan Goodwin. Percussion parts are by Prof. Wayne Bovenschen (battery) and graduate assistant Caleb Tonini (front ensemble), 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 - WEST VIRGINIA

Photos by Robin Herrod



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