Press Release

TEXAS AGGIE BAND SHOW BEGINS ITS 18th SEASON ON SEPTEMBER 15, 2012

BRYAN (August 13, 2012) – The Texas Aggie Band Show will begin its 18th consecutive season of broadcasts on Saturday, September 15th. For the 15th year the show will be carried on its flagships stations, KAMU-TV and KAMU-Xtra. Once again this year the Aggie Band remains the only collegiate band in the nation with its own regularly scheduled weekly show on public television. The 12-week, 30-minute program provides viewers with an inside look at life in Texas A&M University’s Fightin’ Texas Aggie Band and includes each week’s Aggie Band halftime drill at the Texas A&M football game. For the 10th year the show is underwritten by the Texas Aggie Corps of Cadets Association, with funding for the 2nd year provided by their corporate sponsor, BJ’s Restaurants. The program is produced by Barker Productions of Bryan and made available to PBS audiences throughout the United States by Texas A&M University’s KAMU-TV.

Along with the band’s halftime performance, each show also will include feature reports on campus activities and events involving the Aggie Band, interviews with band members and directors, and other university students and administrators. Highlights of other bands performing at games in which the Aggies play in their inaugural season in the SEC will also be included along with attractions of their campus when the Aggie Band is traveling to an away game. The show runs even on weeks in which the football team does not play or the band does not travel to a game out-of-state, by using archived performances.

Due to the popularity of the show, KAMU-TV has again elected to run the program five times each week during the 2012 season. Starting Saturday, September 15th the show will air each week in prime time on KAMU-TV at 8:00 p.m., and then be rebroadcast on Sunday afternoons at 4:00 p.m. The third broadcast each week on KAMU-TV will be on Wednesday nights at 11:00 p.m. The telecasts can also be seen on Monday and Wednesday nights at 8:00 p.m. on KAMU-Xtra. The program also can be seen on the internet via live stream video when the show is airing on KAMU-TV. To view the live stream video, access KAMU’s web site at http://kamu.tamu.edu and click on the “Watch Now” button at the upper left of the menu bars near the top of the page, then follow the instructions given. After the original broadcasts air on KAMU-TV the show will also be supported on the website of the Texas Aggie Corps of Cadets Association to their participating members.

Thanks to the funding provided by BJ’s Restaurants though the Texas Aggie Corps of Cadets Association, the Aggie Band’s half-time drill will be posted on the associations’ website and the show’s Facebook page on the Tuesday following the prior week’s game. This will allow fans and supporters to see the drill in HD quality in the week following the performance and prior to the delivery of the entire broadcast that typically takes two weeks.

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The show will also post content regarding the 2012 broadcasts, historical information on the band and pictures on its Facebook page. Jerry Deitchle ‘73, Chairman and CEO of BJ’s Restaurants stated, “We were pleased to again join with the CCA in supporting this outstanding program. Having over 325,000 viewers respond to the Facebook page and more than 76,000 people viewing the half-time drills during the course of our first season supporting the show was testament to the attraction of the Aggie Band and the quality of the program. BJ’s is looking forward to a terrific 2012 season for the Texas Aggie Band Show.” BJ’s Restaurants, Inc. (Nasdaq: BJRI) currently owns and operates 123 casual dining restaurants in 14 states under the BJ’s Restaurant & Brewery®, BJ’s Restaurant & Brewhouse®, BJ’s Pizza & Grill® and BJ’s Grill™ brand names. BJ’s currently has 27 restaurants open in Texas including recent openings in Round Rock and Waco, with another restaurant planned to open in Lubbock this October. BJ’s restaurants offer an innovative and broad menu featuring award-winning, signature deep-dish pizza complemented with generously portioned salads, appetizers, sandwiches, soups, pastas, entrees and desserts. Quality, flavor, value, moderate prices and sincere service remain distinct attributes of the BJ’s experience. More information on BJ’s can be found on the Web at http://www.bjsrestaurants.com.

The upcoming season will be again hosted by Dr. Bruce Bockhorn, ‘74. A former drum major of the Aggie Band, this is Dr. Bockhorn’s 11th season with the program and his 9th as writer and host. His wife, Carobeth Bockhorn, serves as the associate writer and assists with game day production activities. Dr. Bockhorn is also a featured writer for the Guidon magazine published by the Texas Aggie Corps of Cadets Association having contributed 19 major articles since 2007. Assistance from the cadet staff for the 2012 season is being provided by Morgan Godwin, class of 2013 who hails from Rowlett, Texas and is majoring in International Studies. Cadet Morgan will be responsible for suggesting subjects for the Weekly Cadet Report segment and determining which cadets will be appearing on feature stories. She will be assisted by Carter Ray, class of 2014 who hails from Floresville, Texas and is majoring in business management. He will be responsible for the weekly operations and scheduling of cadets and other students who will appear on the program.

The Texas Aggie Band Show can be viewed statewide and even out-of-state. The show typically airs not only in Bryan-College Station, but in Amarillo, Austin, Killeen, Odessa, San Antonio and Oklahoma City. In previous years the program has also been telecast in Philadelphia, Chicago and Tulsa.

The Aggie Band, which will march over 360 cadets again this fall, is nationally known for its half-time drills at the Aggie football games featuring almost constant movement and changing patterns. Their big, bold sound and precision marching gives a performance that is perfect visual fit for television audiences. Jon Bennett, Station Manager for KAMU-TV noted that, “The Texas Aggie Band Show has a high viewer recognition rating and is well received in numerous PBS markets. This past year we not only had the original run of 12 weeks but also rebroadcast the entire series during the spring of 2012. This is a testament to our viewers wanting to see this high quality program more than once.”

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Director of Bands Dr. Tim Rhea says he is pleased the band will once again be presented to viewers in this format. “The Texas Aggie Band Show is a great recruiting tool for the band,” Dr. Rhea stated. “It gives high school musicians throughout Texas a chance to see what we do and what life is like as a member of the Aggie Band. We are pleased learn that KAMU-TV will maintaining multiple number of weekly broadcast times to allow the viewers better opportunities to see the program during the 2012 season.” Don Crawford, Executive Director noted, “This is our tenth year to underwrite the costs of producing this program. We are pleased to know that our investment is paying off with increased enrollment in the Aggie Band and the Corps of Cadets. We are especially grateful to BJ’s Restaurants for agreeing to again serve as a corporate sponsor of the broadcasts.”

The Commandant of the Corps of Cadets, Brigadier General Joe Ramirez ‘79, a former member of the Aggie Band, noted: “The Texas Aggie Band Show is a superb forum to showcase the Aggie Band and provide insights into the lives of all our cadets. Through their feature stories, The Texas Aggie Band Show showcases the outstanding young men and women of our Corps who have chosen to be part of the “Keepers of the Spirit.””

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Dr. Bruce Bockhorn ’74, Host/Writer for the Texas Aggie Band Show interviews Heather Ortega ’13 Executive Officer and Infantry Band Drum at the start of Freshman Orientation Week for the Corps of Cadets.