



TROJAN MARCHING BAND



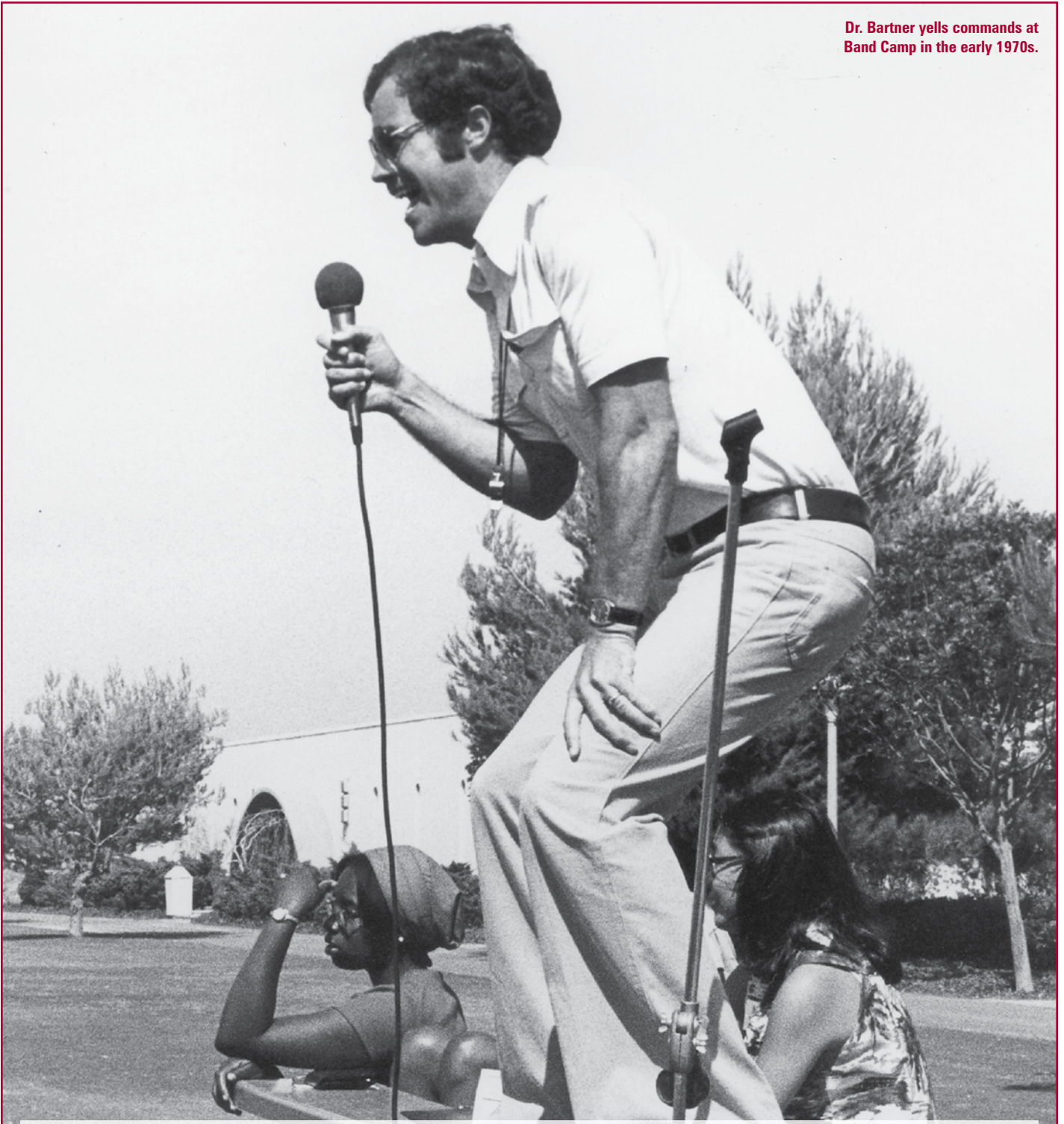
FIFTY YEARS BY THE NUMBERS

ART BARTNER BEGINS HIS 50th SEASON AS DIRECTOR OF THE TROJAN MARCHING BAND

BY **BRETT PADEFORD**, TROJAN MARCHING BAND PUBLIC RELATIONS DIRECTOR



Dr. Bartner yells commands at Band Camp in the early 1970s.



Last week Dr. Arthur C. Bartner began his 50th season as director of the USC Trojan Marching Band. It's a journey that's seen the band grow from a little-regarded group of 55 in 1970 to the 275-strong "The Spirit of Troy" on the field today — a program twice ranked the best in college football by *USA Today*.

While it's impossible to quantify all the accomplishments of a USC legend whose tenure has spanned a half century, the following stats give a sense of the longevity and triumphs of "The Man on the Ladder." >>>

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Clay Helton presents Dr. Bartner a 50 jersey in August.

10 Coming to USC in the heyday of John McKay's Trojan juggernauts, Bartner has seen 10 head football coaches stalk the sidelines from his perch on the ladder above the Trojan Marching Band. He only met McKay a couple times but since then, he's grown much closer to the men helming the Trojans. In August Coach Helton presented Bartner a football jersey in front of an assembled group of the football team and the band with an appropriate number: 50.

290 Bartner's first home game as director of the Trojan Marching Band on Sept. 19, 1970, saw the Trojans battle the Nebraska Cornhuskers to a tie. Since then, the Trojans have been more than even, winning 222 of his 290 games in the Coliseum. Bartner has never missed a home game due to illness and just once was he otherwise engaged. That came on Oct. 2, 1982, when he led a band of 450 college musicians from around the country for the opening of EPCOT Center in Florida. The Trojans did fine without him, blowing out Oregon, 38-7.

24 While on a bus trip to Oregon to support USC Basketball in the spring of 1973, a few band members had the idea to take the full band back to the Midwest for the Notre Dame game that fall. It would take \$30,000 (about \$175,000 today) to fly the entire band of 140 members to Chicago and bus them to South Bend but the students convinced Bartner that the House that Rockne Built needed "The Spirit of Troy." Through outside performances, solicitations, and the establishment of the first band support group — the Trojan Helmet Club — the funds were raised and the band has not missed a USC vs. Notre Dame game, home or away, since. Every two years, the band raises the \$250,000 it takes to send the full complement of Trojans to Notre Dame. This year's game will be the 24th consecutive biennial full-band trip to South Bend. The director of the Notre Dame band on the other sideline will be Dr. Kenneth Dye — one of the band members who convinced Bartner to take the first trip 46 years ago.

403 In 1987 the Trojans went on the road to Michigan State for the opening game of the season and lost by two touchdowns. First-year coach Larry Smith vowed to never go on the road again without the Trojan Marching Band and, 403 games later, Bartner's band has not missed a contest since. In the ensuing years, band members have traveled 360,000 miles to support their team, with the bulk of the travel fund raised each year by the band program.

44 From Honolulu to Happy Valley, Bartner has led the Trojan Marching Band into 44 stadiums across 24 states. Some of the greatest palaces of college football have been invaded by the Trojans, including the Horseshoe in Columbus, the Doak in Tallahassee, and Auburn's Jordan-Hare Stadium. And, of course, every Pac-12 foe — most of whom do not send their bands on the road — dreads the arrival of the TMB every few seasons.



Bartner bundled up for a cold night in Boulder, Colorado in 2013.

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CLOCKWISE FROM LEFT: Mick Fleetwood, Lindsey Buckingham, and Stevie Nicks present the band its platinum record at the Coliseum in 1980; Dr. Bartner leads the Trojan Marching Band in the 1996 Rose Parade; band members cheer for Cheryl Miller and the Women of Troy at the 1983 title game.

89 From a sweltering afternoon in the Coliseum to a freezing night at Folsom Field in Boulder, Colo., Bartner and his band have endured extreme heat and bone-chilling cold to support the Trojans (without the support of sideline Cool Zones or heaters). In 1998 a thermometer on the Coliseum turf read 118° for the opener against the Purdue Boilermakers led by Drew Brees. Multiple band members collapsed from heat exhaustion during the game after refusing to take off their jackets and be out of uniform. The Trojans won but many band members weren't able to stay until the final whistle. Fifteen years later and 89 degrees colder, the band shivered through a win at Colorado on a November night where the temperature dipped to 29°.

17 Bartner has led the Trojan Marching Band at exactly half of the Trojans' 34 appearances in "The Granddaddy of Them All." That's five more appearances than UCLA. In fact, if Bartner was a member school of the Pac-12, he'd have more appearances in Pasadena's Tournament of Roses than all but one of the other 25 Big Ten and Pac-12 teams in their history. The exception is Bartner's alma mater, Michigan, who has come west 20 times. Fortunately, he's seen the Wolverines go 1-5 against the Trojans on New Year's Day.

93.5 miles: Preceding each Rose Bowl Game, Bartner and the TMB awake hours before dawn to march down Pasadena's Colorado Boulevard in the Rose Parade. At five-and-a-half miles, it's a long walk before the game later that day in the Arroyo Seco — especially if it's raining like in 2006. Do it 17 times in 50 years, and Dr. Bartner has paraded nearly 100 miles.

85 Beyond the gridiron, the band members trade in their helmets and spats for more comfortable cardinal t-shirts when they support the rest of USC's sports. In the early 1980s, the TMB was one of the first to perform at every women's basketball game. In 1983 and 1984 they supported the Women of Troy at consecutive national championships. Each year, the band not only performs at each basketball and volleyball contest (men's and women's) but makes an appearance at nearly every other sport on campus from rowing to track and field. That works out to 85 USC Athletics events the band attends each year. The band also regularly travels with teams to NCAA Championships. The band has played the Trojans to national titles in Texas (women's soccer), Georgia (men's tennis) and Louisiana (women's volleyball). If they can't make the journey, they'll meet the champions for a performance of "Conquest" at the airport. And if you were wondering about the one sport the band has never supported, apparently golf courses frown upon bands marching on the greens.

2 It may not be a large number but when you're talking about platinum records, it's huge. Bartner became the first marching band director to claim a platinum album when Fleetwood Mac's *Tusk* surpassed a million copies sold in 1979. The Trojans recorded the title track of the album in a deserted Dodger Stadium that June, setting a record for the most musicians to perform on a single. The next year, Mick Fleetwood, Lindsey Buckingham, and Stevie Nicks presented the band its very own platinum record at a game at the Coliseum. Seventeen years later, the Trojan Marching Band reunited with the British rockers for the album *The Dance*. This time the Trojans played two charts on the album — "Tusk" and "Don't Stop" — which ended up selling two million more copies than their first collaboration.



CLOCKWISE FROM TOP: The Trojan Marching Band atop the Great Wall of China in 2004; USC Band members and Tom Hanks on the set of *Forrest Gump*; halftime of Super Bowl XXIV in the Louisiana Superdome.

16 While none of them has gone platinum, the TMB has recorded 16 albums during Bartner’s tenure, dating back to 1975’s *The Spirit of Troy* LP. This month the band is going back to its roots with the release of a gold vinyl record for Bartner’s golden anniversary. Entitled *The Golden Legacy*, the album is a survey of the breadth of his career. It will feature the exciting pop standards, rousing fight songs, and stirring patriotic hymns that have become the TMB’s “book” over the decades. The album will include a full digital download of the album — Bartner has kept up with the times — and an oversized booklet detailing his 50 favorite memories as director.

XXI, XXII, XXIV, XXVII Before big pop acts backed by big sponsors took center stage at halftime of the Big Game, marching bands ruled the Super Bowl halftime show. Three years before Bartner arrived at USC, Super Bowl I was played at the Coliseum and the halftime festivities were produced by former TMB director Tommy Walker. Though it would seem inevitable the TMB would get the call to perform, the Arizona and Grambling marching bands were brought in instead. Twenty years later and with a much-improved reputation under Dr. Bartner’s leadership, the Trojans finally got on the field for halftime of Super Bowl XXI at the Rose Bowl. The TMB performed as part of a Disney-produced “Salute to Hollywood’s 100th Anniversary” with George Burns and Mickey Rooney as the featured entertainers. It was the first of four performances in seven years on Super Sunday for Bartner, including a spectacular “Salute to New Orleans” at Super Bowl XXIV in the Louisiana Superdome complete with a massive riverboat “docked” on the 50-yard line.

19 In 1988 Bartner started exporting his USC Band brand to the world with a trip to the world exposition in Brisbane, Australia. Since then the TMB has ventured to nineteen countries on six continents. In recent years, the band has toured Asia extensively with performances at Hong Kong’s International New Year’s Parade in 2003 and 2004, a tour of Mainland China in 2004, and appearances at the world expos in Aichi, Japan and Shanghai, China. In 2016 the TMB was the first American group invited to march in Macao’s Chinese New Year parade. The band’s other international exploits include performing for the 50th Anniversary of D-Day in Normandy, at a private reception for First Lady Laura Bush in Prague, Czech Republic in 2002, and at the walls of the Roman Colosseum in 2006. In 2008 the band made its first trip to South America, visiting Rio de Janeiro and performing on Ipanema Beach. Most recently, the band visited Ireland, performing at Blarney Castle and Dublin Castle in May 2018.

14 With a flashy, famous marching band just down the street, it’s only natural Bartner’s group would be the first call for Hollywood producers. During the past five decades, the Trojan Marching Band has appeared in 14 movies from the campy (anyone remember *Amazon Women on the Moon* or *The Gong Show Movie*?) to the classic (*The Naked Gun* and *Forrest Gump*). In the latter, the TMB played the 1960s-era Alabama marching band, who eventually teach the titular character to stop running when he reaches the end zone. If you look closely, you can see the “Alabama Band” throwing up some decidedly Trojan victory signs. Recently, the band performed “Tusk” on the soundtrack of the 2013 animated film *The Croods* and will appear in the upcoming Ben Affleck film *The Way Back*. The drumline performed on the soundtrack and band members appear as extras.

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ABOVE (Left to Right): Dr. Bartner directs the Olympic All-American Marching Band at the 1984 Olympics Opening Ceremony; the Trojan Marching Band closes the 1976 Academy Awards. BELOW (Top to Bottom): The TMB meets the NCAA champion Women's Track & Field team at LAX in 2018; one of the many married couples to have emerged from the Trojan Marching Band.

150+ Back in 1970 there were no cable stations and only three nationwide television networks. As the number of channels has exploded in the years since, so have the Trojan Marching Band's appearances on the small screen. The band's big break came in 1976 when they performed "America the Beautiful" for the finale of the 48th Academy Awards, led by Gene Kelly and Elizabeth Taylor. They've appeared twice more on the Oscars and twice on the Grammys. In 2009 the TMB's performance with Radiohead on "Music's Biggest Night" was ranked the 25th Best Live Moment on Television of the 2000s by *Paste Magazine*. The band has also guest starred on Nielsen-topping shows like *American Idol*, *Glee*, *Dancing with the Stars*, and *The Tonight Show*.



520,000,000

In what Bartner considers the peak of his career as a marching band director, he directed the 800-strong Olympic All-American Marching Band at the opening ceremony of the 1984 Summer Olympics at the Coliseum. With 130 Trojan Marching Band members forming the core of the group and student musicians from every state in the union, the Olympic Band's performance of Americana songs and elaborate drill sets reached over 500 million people worldwide.

4,500 The exact number is hard to peg but around 4,500 USC band members have passed through the program since Bartner took the reins in 1970. It's these dedicated and enthusiastic Trojans who have made his program "The Spirit of Troy." In fact, it was a group of student leaders in the early 70s who picked this nickname for the band. Bartner has always endeavored to make the band a family and some band members have taken this to heart. Numerous band members have married their peers and given the program its second generation of Trojans with a third generation of Bartner Babies on the way. After four years of indoctrination by Bartner, Trojan band members are some of the most loyal USC alumni. One only need count the TMB alums tailgating before home games to see that.



There's one last number to know as we approach the end of Bartner's career in 2020: 238. That's how many days until the band celebrates Bartner's 50th at The Golden Legacy Gala and Concert on May 2, 2020. The on-campus event will feature live entertainment, video elements, and some very special guests. It will be a night five decades in the making. For more information, visit uscband.com/celebrate50.