

About TIRC Tex-Mex

Texas Roots. Two Cultures. One Unmistakable Sound.

TIRC Tex-Mex was created to give a growing Texas sound a home of its own.

Texas music has always been shaped by the people, cultures, communities, and traditions that call this state home. TIRC Tex-Mex celebrates the place where the storytelling and independent spirit of **Texas Country, Red Dirt, Country, and Americana** meet the culture and musical influence of **Mexican-American Texas**.

The result is something familiar, yet distinctly its own.

TIRC Tex-Mex.

Our format is built around an **English or Spanglish** approach to Texas music. Artists may incorporate Spanish lyrics, melodies, rhythms, instrumentation, cultural references, and other Mexican-American influences while maintaining a recognizable Texas Country or American roots foundation.

TIRC Tex-Mex is not intended to replace Texas Country, nor are we attempting to redefine established Tejano, conjunto, norteño, banda, or regional Mexican music. Those genres have their own important histories and communities.

We're creating a home for the music that lives between those traditional format lines.

Our Mission

Our mission is to **recognize, develop, promote, and preserve TIRC Tex-Mex as a distinct part of the Texas music community** while providing artists with meaningful opportunities for radio airplay, chart recognition, industry exposure, and discovery.

We believe the future of Texas music can evolve without losing sight of its roots.

We want to bring together **artists, songwriters, musicians, radio stations, program directors, promoters, managers, venues, and fans** who believe this sound deserves a platform and a community of its own.

And that community is open to everyone.

TIRC Tex-Mex eligibility is based on the **music — not an artist's ethnicity, surname, appearance, birthplace, or residence**.

What matters is the sound, the song, and the authentic blending of the cultures and musical traditions that inspired this format.

We're Building More Than a Chart

The **TIRC Tex-Mex Chart** is where this movement begins, but the vision is bigger than a weekly ranking.

We want to help create an ecosystem where new artists can be discovered, radio can find great music, established artists can experiment with the format, and a new generation can hear Texas culture represented in a way that feels authentic to who they are.

We're building this alongside the people who make Texas music happen.

Different backgrounds. Different influences. Different stories. Same Texas soul.

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