

Independent Austin Songwriter Bryan Jack's Debut *The Marfa Drive* Reaches 65 Community Radio Stations Unsigned and Without a Publicist

Self-produced 11-track record, released March 2026, has been picked up by 65 community and college stations across the U.S. — every track on the album — on the strength of direct correspondence between the artist and radio programmers.



The Marfa Drive, the debut full-length from Austin songwriter Bryan Jack, was released on March 12, 2026. In the five months since, it has been played at 65 community and college radio stations across the United States — with no label deal, no publicist, no promoter, and no radio campaign behind it. Every station on that list was contacted by Jack himself.

All eleven tracks on the record have been played at radio, led by “Lightning Lane.”

THE RADIO STORY

Jack wrote, produced, and released the record independently, then handled the radio outreach the same way — one programmer at a time, by email, with no intermediary. The response came back from music directors and DJ hosts at stations in Colorado, Washington, Vermont, Wisconsin, Maine, and across the mountain west and northeast.

“I have listened to your terrific, heartfelt album. I liked it a lot and downloaded it for playback on my show. Your music and voice are right up my alley.”

— Gregory S., KSVR, Skagit Valley, WA, who also recorded a full on-air interview and four songs

“Not only your songwriting, but the emotion in your delivery — it’s all so personal and emotional, it just feels like first-person experiences. That’s a feat for sure.”

— Katie, KBZR

*“The thing that shines through on *The Marfa Drive* is a truly honest sound. The music evokes memories of older music, but keeps a fresh sound that doesn’t get lost in pure nostalgia... My favorite track right now is *Lightning Lane*, a catchy but poignant song that’s perfect for radio.”*

— Andrew McCallister, Music Director, KRZA, Alamosa, CO

All quotes are verbatim from correspondence with radio programmers, used with permission.

The record sits in the Texas songwriter tradition: acoustic-led, narrative, built around fiddle and warm melody, and written to be heard in sequence. Its eleven songs use the West Texas desert as both setting and metaphor —

a road out, and a place of reckoning. “Big in the Bend” is a portrait of porch life in Terlingua. “Lightning Lane,” the most-played track at radio so far, is about marriage, children, and earning grace over time. “You’re Allowed,” a semifinalist in the International Songwriting Competition, turns on permission and self-reclamation.

“The desert is a cleansing place,” Jack says. “*The Marfa Drive* is about getting back to what matters — the people you love, the faith you carry, and the stories that stay with you.”

Writing in the Austin Chronicle in June 2026, Carys Anderson described the record as “a playlist by a man who knows he’s got it alright, and is happy to tell you about it.”

THE RECORD

The Marfa Drive was recorded in Austin and Driftwood, Texas, and written, produced, and released by Jack on his own imprint, Bryan Jack Music, LLC. It features **Noah Jeffries** (touring multi-instrumentalist with Hayes Carll), **Brian Beken** (touring multi-instrumentalist with Robert Earl Keen), **Will Dupuy** (South Austin Jug Band) on upright bass, and **Patrick Herzfeld** of Signal Hill Recording on drums.

“Lightning Lane” was named a Publisher’s Pick at the Austin Songwriters Group International Symposium in 2024.

The album was launched with a release show at the Cactus Cafe in Austin on March 12, 2026.

RELEASE DETAILS

Artist Bryan Jack

Album *The Marfa Drive*

Released March 12, 2026

Tracks 11

Genre Americana / Texas songwriter

Recorded in Austin & Driftwood, TX

Label Bryan Jack Music, LLC (self-owned imprint)

ABOUT BRYAN JACK

Bryan Jack is a fourth-generation Austin songwriter and a University of Texas alumnus whose work draws on family, faith, and place. He has performed regularly on Austin stages including the Saxon Pub. *The Marfa Drive* is his debut full-length album.

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Press photos, one-sheet and hi-res art: themarfadrive.com/epk