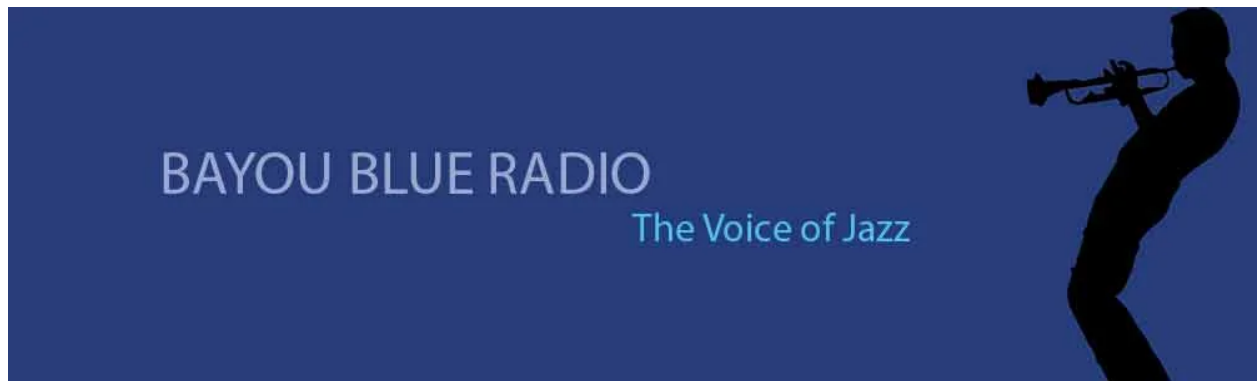




BAYOU BLUE RADIO

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Austin, Texas · France · International

Bayou Blue Radio is an independent international radio and media platform dedicated to jazz, contemporary music and the artists who continue to expand the language of the genre. Founded in France and now based in Austin, Texas, the station has developed a distinctive transatlantic identity and reaches more than **3 million listeners around the world every day**. Its international reach has grown considerably, but its editorial philosophy remains rooted in the values that have shaped independent radio and music journalism: curiosity, freedom, discovery and a genuine commitment to artists.

CHAPTER ONE

A GLOBAL VOICE FOR JAZZ

Bayou Blue Radio was created from a conviction that remains at the heart of its work: music discovery matters. At a time when listening habits are increasingly influenced by algorithms, streaming platforms and commercial playlists, the station continues to place human listening and editorial judgment at the center of its programming.

Jazz occupies a central position within that vision, but Bayou Blue Radio does not approach the music as a fixed category. Jazz has always evolved through encounters between musicians, cultures and generations, and the station is interested in that continuing evolution. Contemporary jazz, improvisation, creative music and independent artists all form part of an editorial landscape that is open to experimentation and new ideas.

The station's role is not simply to broadcast recordings. It is to create connections between musicians and listeners and to provide a place where artists can be discovered outside the limitations of conventional musical formats. Established musicians, emerging artists,

independent labels and new projects can all find their place within the same editorial environment when the music has something meaningful to contribute.

For Bayou Blue Radio, independence is therefore more than an organizational description. It is an editorial principle. The station does not seek to reproduce the priorities of the commercial music industry or to follow every temporary trend. Its programming is guided by listening, experience, curiosity and the belief that audiences are capable of responding to music that challenges them.

CHAPTER TWO FROM FRANCE TO AUSTIN

The history of Bayou Blue Radio is also a story of movement between cultures. The station was born in France, where its editorial identity developed within a strong tradition of music journalism and a long-standing relationship with jazz and creative music. As the project evolved, its international character became increasingly evident, eventually leading to its move to Austin, Texas.

Austin represents much more than a geographical change. It is one of the most distinctive musical environments in the United States, a city where established traditions and experimentation coexist and where musicians from very different backgrounds regularly cross paths.

For Bayou Blue Radio, this environment provides a natural extension of its original mission. From Austin, the station remains connected to its European origins while engaging directly with the American musical landscape. Its position between these two cultures has become an essential part of its identity.

The result is a media organization that does not fit neatly into a single national category. Its history is French, its present is American and its perspective is international. That position allows Bayou Blue Radio to create bridges between artists, musicians and audiences across borders while remaining open to the wider global music community.

The move to Austin also reflects a broader transformation in the station itself. Bayou Blue Radio has evolved from a radio project into a broader media platform while retaining the independence and editorial curiosity that shaped it from the beginning.

CHAPTER THREE ILENE MARTINEZ AND THIERRY DE CLEMENSAT

Bayou Blue Radio is led by Ilene Martinez, its Chief Executive Officer. Martinez is also a singer, composer and recording artist, and her experience as a working musician brings a particular perspective to the organization's relationship with artists and their creative work.

As CEO, she is involved in the direction and development of Bayou Blue Radio and in shaping its long-term vision. Her experience as an artist also provides an understanding of the realities behind the music being presented on the station. An album is not simply a release. It is the result of a creative process involving ideas, collaboration, experimentation and personal commitment.

That understanding informs the station's artist-centered approach. Bayou Blue Radio seeks to create relationships with musicians that go beyond the immediate promotional cycle surrounding a new release. The intention is to give artists the opportunity to be heard in a broader context and to allow audiences to discover the people behind the music.

The editorial dimension of that work is developed by journalist, writer and producer Thierry De Clemensat. His approach to interviewing artists is based on the belief that a musician should not be defined in advance.

Rather than beginning with a predetermined portrait, he creates a context around the artist. He introduces an idea, establishes a point of departure and uses it as a launching point for the conversation. From there, the artist is free to take the discussion further, sometimes toward subjects that neither the journalist nor the audience might have anticipated.

This method is rooted in a simple principle: the journalist should open the door without deciding what lies behind it.

For De Clemensat, an interview is therefore not merely a vehicle for promoting an album. It is an opportunity to understand the thinking, experiences and creative choices behind the music. The objective is to create a genuine conversation rather than reproduce the familiar language of a press release.

The combination of Martinez's experience as an artist and executive with De Clemensat's experience as a journalist gives Bayou Blue Radio a distinctive editorial character. The organization can approach music from within the creative process while also examining it through journalism, context and storytelling.

CHAPTER FOUR MORE THAN RADIO

Although radio remains central to Bayou Blue Radio, its work extends well beyond broadcasting. The station has developed an editorial platform that brings together programming, interviews, album reviews, artist features and music journalism.

The purpose of this work is not simply to provide additional exposure for a recording. It is to create context around the music and to give listeners an opportunity to understand the artists behind it.

The abundance of music available today has changed the nature of discovery. Listeners have access to an extraordinary range of recordings, but access does not necessarily lead to attention. In an environment where new releases appear continuously, remarkable artists can easily become lost among thousands of other names.

Bayou Blue Radio approaches this problem through editorial selection and human curiosity. Its programming and writing seek to identify music that deserves attention and to give it enough context for an audience to connect with it.

An artist may first be encountered through radio and then through an interview. An album may lead to a review, which in turn opens the door to a deeper exploration of the musician's work. These different forms of editorial activity are connected by the same purpose: helping listeners discover music that might otherwise remain outside their field of vision.

This approach applies to both emerging and established artists. What matters is not simply where an artist is in their career, but what they are doing with their music and whether their work contributes something distinctive to the contemporary musical conversation.

For Bayou Blue Radio, journalism and broadcasting are therefore part of the same mission. Radio introduces the music. Journalism creates the context in which listeners can understand it.

CHAPTER FIVE THE NEXT CHAPTER

Bayou Blue Radio enters its next chapter at a moment when the international music landscape is changing rapidly. Artists collaborate across continents, independent labels operate beyond national markets and listeners can discover music from almost anywhere in the world.

Yet the fundamental challenge for musicians remains remarkably familiar. Being able to release music does not necessarily mean being heard. In a world of extraordinary musical abundance, attention has become one of the most valuable things an artist can receive.

Bayou Blue Radio seeks to provide that attention through a combination of broadcasting and journalism. Its purpose is not simply to add another name to the stream of new releases, but to create opportunities for musicians to be heard, understood and remembered.

From its origins in France to its present home in Austin, the station has continued to evolve while maintaining its commitment to independent music and editorial freedom. Under the leadership of CEO Ilene Martinez, and through the journalistic work of Thierry De Clemensat, Bayou Blue Radio continues to develop a platform where music and storytelling can exist together.

Its future is rooted in the same principle that has guided its development from the beginning: listen carefully, remain curious and give artists the space to speak for themselves.

For a station built around jazz and contemporary creative music, that may ultimately be the most important form of independence: the freedom to listen without being told in advance what should matter.