

# Waylon Wyatt - One-Page Highlights

CMA Fest 2026 | 2026-06-04 to 2026-06-08 | Nashville, TN

**Tier C | Billing 205 | Priority 36% | Viral 19% | Hype 50%**

## Primary Capture Moments

- TikTok: Use "Pretty Little Liar" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Jailbreak" for a high-payoff ending.
- Prioritize the first 90 seconds: "Pretty Little Liar" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Jailbreak".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

## Likely Song Triggers

- Pretty Little Liar: in-set 0% | opener 78% | closer+encore 0%
- I'd be Delighted: in-set 0% | opener 0% | closer+encore 0%
- Smoke and Embers: in-set 55% | opener 0% | closer+encore 11%
- Riches to Rags: in-set 52% | opener 0% | closer+encore 0%
- Wishbone: in-set 45% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Pretty Little Liar" to maximize first-scroll retention.
- Save a hard cut reveal for "Jailbreak" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Waylon Wyatt | Jam in the Van | Indie Country (Full Set 2025)".
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.

## Operational Notes

- Signal source: youtube | confidence 18%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-10T05:29:26.684Z
- Poster day hint: Jun 7, 2026