

# Deana Carter - One-Page Highlights

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

**Tier B | Billing 4 | Priority 70% | Viral 27% | Hype 82%**

## Primary Capture Moments

- TikTok: Use "How Do I Get There" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Strawberry Wine" for a high-payoff ending.
- Prioritize the first 90 seconds: "I've Loved Enough To Know" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Strawberry Wine / We Danced Anyway".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- Strawberry Wine: in-set 96% | opener 8% | closer+encore 67%
- We Danced Anyway: in-set 74% | opener 18% | closer+encore 64%
- Did I Shave My Legs for This?: in-set 56% | opener 11% | closer+encore 0%
- How Do I Get There: in-set 54% | opener 44% | closer+encore 0%
- Count Me In: in-set 44% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "How Do I Get There" to maximize first-scroll retention.
- Save a hard cut reveal for "Strawberry Wine" as the end-of-video payoff moment.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

## Operational Notes

- Signal source: spotify\_setlist\_proxy | confidence 83%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-03T18:48:48.373Z
- Poster day hint: Thursday June 4