

# Jo Dee Messina - One-Page Highlights

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

**Tier B | Billing 13 | Priority 70% | Viral 29% | Hype 83%**

## Primary Capture Moments

- TikTok: Use "My Give a Damn's Busted" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Bye Bye" for a high-payoff ending.
- Prioritize the first 90 seconds: "My Give a Damn's Busted" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Bye Bye / Bring on the Rain".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- Heads Carolina, Tails California: in-set 94% | opener 0% | closer+encore 0%
- I'm Alright: in-set 81% | opener 11% | closer+encore 0%
- My Give a Damn's Busted: in-set 66% | opener 100% | closer+encore 0%
- Bye Bye: in-set 64% | opener 0% | closer+encore 63%
- Some Bridges: in-set 52% | opener 17% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "My Give a Damn's Busted" to maximize first-scroll retention.
- Save a hard cut reveal for "Bye Bye" 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: 2026-06-03T18:53:26.125Z
- Poster day hint: Friday June 5