

Russell Dickerson - One-Page Highlights

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

Tier B | Billing 25 | Priority 59% | Viral 12% | Hype 45%

Primary Capture Moments

- TikTok: Use "Worth Your Wild" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Yours" for a high-payoff ending.
- Prioritize the first 90 seconds: "Worth Your Wild" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Yours / Happen to Me".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- Yours: in-set 87% | opener 0% | closer+encore 73%
- Blue Tacoma: in-set 87% | opener 0% | closer+encore 27%
- Happen to Me: in-set 86% | opener 15% | closer+encore 62%
- Every Little Thing: in-set 71% | opener 0% | closer+encore 0%
- Love You Like I Used To: in-set 68% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Worth Your Wild" to maximize first-scroll retention.
- Save a hard cut reveal for "Yours" as the end-of-video payoff moment.
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 12%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-02T16:32:48.341Z
- Poster day hint: Thursday