

# Kelsey Hart - One-Page Highlights

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

**Tier C | Billing 53 | Priority 42% | Viral 0% | Hype 33%**

## Primary Capture Moments

- TikTok: Use "Burn My Summer" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "I Went to the Bar" for a high-payoff ending.
- Prioritize the first 90 seconds: "Burn My Summer" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "I Went to the Bar / Country in Business".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- Burn My Summer: in-set 72% | opener 100% | closer+encore 0%
- Gone With The Wind: in-set 68% | opener 0% | closer+encore 0%
- I Went to the Bar: in-set 67% | opener 0% | closer+encore 100%
- Put It On The Map: in-set 67% | opener 0% | closer+encore 0%
- 4x4: in-set 0% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Burn My Summer" to maximize first-scroll retention.
- Save a hard cut reveal for "I Went to the Bar" 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 65%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-07T03:24:37.609Z
- Poster day hint: Jun 4, 2026