

Jason Scott & The High Heat - One-Page Highlights

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

Tier C | Billing 55 | Priority 53% | Viral 19% | Hype 70%

Primary Capture Moments

- TikTok: Use "Hawk Call" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Too Good, Too Bad" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Hawk Call" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Too Good, Too Bad / Yard Work".

Likely Song Triggers

- If We Make it Til The Mornin': in-set 0% | opener 33% | closer+encore 0%
- The Stone: in-set 0% | opener 0% | closer+encore 0%
- Quittin' Time: in-set 58% | opener 0% | closer+encore 0%
- Golden: in-set 48% | opener 0% | closer+encore 0%
- When I'm Good and Ready: in-set 30% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Hawk Call" to maximize first-scroll retention.
- Save a hard cut reveal for "Too Good, Too Bad" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Jason Scott & The High Heat - High Country (Live From Colville)".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 64%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-07T05:29:40.315Z
- Poster day hint: Jun 4, 2026