

Graham Barham - One-Page Highlights

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

Tier C | Billing 63 | Priority 42% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "Shoot the lock" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Whiskey Whiskey" for a high-payoff ending.
- Prioritize the first 90 seconds: "Shoot the lock" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Whiskey Whiskey / Wagon Wheel".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Whiskey Whiskey: in-set 0% | opener 25% | closer+encore 50%
- BREAKUP (DOWN): in-set 0% | opener 0% | closer+encore 0%
- OIL MONEY: in-set 0% | opener 0% | closer+encore 25%
- Shoot the lock: in-set 0% | opener 100% | closer+encore 0%
- BREAK IT IN A BAR: in-set 51% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Shoot the lock" to maximize first-scroll retention.
- Save a hard cut reveal for "Whiskey Whiskey" 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: 2026-06-07T05:30:17.046Z
- Poster day hint: Jun 4, 2026