

Shane Profitt - One-Page Highlights

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

Tier C | Billing 83 | Priority 40% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "I am who I am" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "How It Oughta Be" for a high-payoff ending.
- Prioritize the first 90 seconds: "I am who I am" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "How It Oughta Be / Country State of Mind".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Family Tradition: in-set 17% | opener 0% | closer+encore 0%
- Long Live Country: in-set 0% | opener 0% | closer+encore 0%
- How It Oughta Be: in-set 0% | opener 0% | closer+encore 80%
- Penny to My Name: in-set 53% | opener 25% | closer+encore 0%
- I am who I am: in-set 21% | opener 100% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "I am who I am" to maximize first-scroll retention.
- Save a hard cut reveal for "How It Oughta Be" 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: 2026-06-08T05:27:27.462Z
- Poster day hint: Jun 5, 2026