

# Kevin Powers - One-Page Highlights

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

Tier C | Billing 85 | Priority 38% | Viral 0% | Hype 24%

## Primary Capture Moments

- Reels: Anchor the finale edit around "Move On" for a high-payoff ending.
- Plan a wide crowd payoff shot near the finale around "Move On".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.
- Capture a 10-15 second crowd reveal during the first high-energy chorus.
- Public-interest spike on Wikipedia (1.60x baseline). Plan one context-first opening shot.

## Likely Song Triggers

- Can't Help Myself: in-set 0% | opener 0% | closer+encore 0%
- Two Dozen Roses: in-set 70% | opener 0% | closer+encore 0%
- When He Made You: in-set 70% | opener 0% | closer+encore 0%
- Move On: in-set 0% | opener 0% | closer+encore 100%
- I can't help myself: in-set 25% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Save a hard cut reveal for "Move On" 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: spotify\_setlist\_proxy | confidence 48%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-08T05:27:43.292Z
- Poster day hint: Jun 5, 2026