

Melissa Etheridge - One-Page Highlights

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

Tier C | Billing 93 | Priority 49% | Viral 24% | Hype 60%

Primary Capture Moments

- TikTok: Use "Don't You Want a Woman" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Like the Way I Do" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Don't You Want a Woman" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Like the Way I Do / More Love".

Likely Song Triggers

- Like the Way I Do: in-set 93% | opener 0% | closer+encore 75%
- I'm the Only One: in-set 92% | opener 0% | closer+encore 5%
- Come to My Window: in-set 90% | opener 0% | closer+encore 0%
- I Want to Come Over: in-set 75% | opener 0% | closer+encore 0%
- Don't You Want a Woman: in-set 66% | opener 95% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Don't You Want a Woman" to maximize first-scroll retention.
- Save a hard cut reveal for "Like the Way I Do" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Bein' Alive"; Music Video is OUT NOW!".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 39%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-02T16:32:13.643Z
- Poster day hint: Thursday