

Jacob Hackworth - One-Page Highlights

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

Tier C | Billing 113 | Priority 35% | Viral 0% | Hype 24%

Primary Capture Moments

- TikTok: Use "Tennessee River" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "What Took You So Long" for a high-payoff ending.
- Prioritize the first 90 seconds: "Tennessee River" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "What Took You So Long / Rock and a Hard Place".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Tennessee River: in-set 65% | opener 100% | closer+encore 0%
- This Heart: in-set 65% | opener 0% | closer+encore 0%
- You Ain't: in-set 0% | opener 0% | closer+encore 0%
- Mess that Malboro Made: in-set 65% | opener 0% | closer+encore 0%
- I Fall Apart: in-set 65% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Tennessee River" to maximize first-scroll retention.
- Save a hard cut reveal for "What Took You So Long" 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 48%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-08T05:30:15.066Z
- Poster day hint: Jun 5, 2026