

# John Morgan - One-Page Highlights

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

Tier C | Billing 141 | Priority 35% | Viral 0% | Hype 41%

## Primary Capture Moments

- TikTok: Use "Once In A Mile" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Friends Like That" for a high-payoff ending.
- Prioritize the first 90 seconds: "Once In A Mile" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Friends Like That / Ain't Been There Yet".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- Once In A Mile: in-set 14% | opener 100% | closer+encore 0%
- Kid Myself: in-set 0% | opener 0% | closer+encore 0%
- Friends Like That: in-set 90% | opener 17% | closer+encore 67%
- If I Didn't Love You: in-set 42% | opener 0% | closer+encore 0%
- One More Sunset: in-set 0% | opener 50% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Once In A Mile" to maximize first-scroll retention.
- Save a hard cut reveal for "Friends Like That" 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: 2026-06-09T05:28:24.095Z
- Poster day hint: Thursday