

# Ian Munsick - One-Page Highlights

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

**Tier C | Billing 150 | Priority 34% | Viral 0% | Hype 41%**

## Primary Capture Moments

- TikTok: Use "Stampede" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Mountain Time" for a high-payoff ending.
- Prioritize the first 90 seconds: "Stampede" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Mountain Time".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- More Than Me: in-set 64% | opener 0% | closer+encore 0%
- Barn Burner: in-set 55% | opener 0% | closer+encore 0%
- Long Live Cowgirls: in-set 55% | opener 0% | closer+encore 0%
- Mountain Time: in-set 54% | opener 0% | closer+encore 60%
- Stampede: in-set 49% | opener 100% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Stampede" to maximize first-scroll retention.
- Save a hard cut reveal for "Mountain Time" 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: 2026-06-09T05:28:47.831Z
- Poster day hint: Jun 6, 2026