

# Noeline Hofmann - One-Page Highlights

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

**Tier C | Billing 153 | Priority 39% | Viral 11% | Hype 52%**

## Primary Capture Moments

- TikTok: Use "Lightning in July (Prairie Fire)" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Purple Gas" for a high-payoff ending.
- Prioritize the first 90 seconds: "Lightning in July (Prairie Fire)" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Purple Gas / Dublin Blues".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- Lightning in July (Prairie Fire): in-set 64% | opener 100% | closer+encore 0%
- Rodeo Junkies: in-set 63% | opener 0% | closer+encore 0%
- August: in-set 0% | opener 0% | closer+encore 0%
- Purple Gas: in-set 0% | opener 25% | closer+encore 50%
- Dublin Blues: in-set 0% | opener 0% | closer+encore 100%

## Viral Clip Strategy

- Open with a 6-10s hook from "Lightning in July (Prairie Fire)" to maximize first-scroll retention.
- Save a hard cut reveal for "Purple Gas" 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: youtube | confidence 18%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-09T05:29:11.067Z
- Poster day hint: Jun 6, 2026