

Shawnee Kish - One-Page Highlights

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

Tier C | Billing 228 | Priority 24% | Viral 0% | Hype 23%

Primary Capture Moments

- TikTok: Use "The Weight" as the first 8-second hook before crowd payoff.
- Prioritize the first 90 seconds: "The Weight" repeatedly opens recent sets.
- Setlist flow is stable, so pre-block camera positions around recurring transitions.
- Capture a 10-15 second crowd reveal during the first high-energy chorus.
- Public-interest spike on Wikipedia (1.70x baseline). Plan one context-first opening shot.

Likely Song Triggers

- The Weight: in-set 60% | opener 100% | closer+encore 0%
- Dear Dad: in-set 0% | opener 0% | closer+encore 0%
- Ride At Dawn: in-set 0% | opener 0% | closer+encore 0%
- Two Spirit: in-set 0% | opener 0% | closer+encore 0%
- Burnin Love: in-set 0% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "The Weight" to maximize first-scroll retention.
- 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: spotify_setlist_proxy | confidence 46%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-12T05:29:47.430Z
- Poster day hint: Sunday