

# Margo Price - One-Page Highlights

Railbird Festival 2026 | 2026-06-06 to 2026-06-08 | Lexington, KY

**Tier B | Billing 18 | Priority 51% | Viral 18% | Hype 55%**

## Primary Capture Moments

- TikTok: Use "About to Find Out" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Maggie's Farm" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "About to Find Out" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Maggie's Farm / Oval Room".

## Likely Song Triggers

- Hurtin' (on the Bottle): in-set 85% | opener 0% | closer+encore 27%
- Tennessee Song: in-set 82% | opener 0% | closer+encore 0%
- Don't Let the Bastards Get You Down: in-set 64% | opener 0% | closer+encore 0%
- Maggie's Farm: in-set 64% | opener 0% | closer+encore 94%
- Prelude {Hard Headed Woman}: in-set 61% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "About to Find Out" to maximize first-scroll retention.
- Save a hard cut reveal for "Maggie's Farm" as the end-of-video payoff moment.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Narrative cue: "John Prine Tribute Concert to Feature Ratboys, John C. Reilly, and Steve Earle" is recurring in current chatter/news.

## Operational Notes

- Signal source: youtube | confidence 27%
- Data health: Spotify no, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-03T18:58:03.044Z
- Poster day hint: Sunday Jun 7