

# My Morning Jacket - One-Page Highlights

High Water Music Festival | 0026-04-18 to 0026-04-19 | North Charleston, SC

**Tier B | Billing 2 | Priority 68% | Viral 36% | Hype 64%**

## Primary Capture Moments

- Reels: Anchor the finale edit around "One Big Holiday" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.
- Capture a 10-15 second crowd reveal during the first high-energy chorus.
- Hold one locked wide shot for stage lighting and production cues.

## Likely Song Triggers

- Wordless Chorus: in-set 96% | opener 20% | closer+encore 20%
- Circuital: in-set 73% | opener 0% | closer+encore 14%
- Off the Record: in-set 71% | opener 0% | closer+encore 0%
- Anytime: in-set 68% | opener 8% | closer+encore 25%
- Lay Low: in-set 68% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Save a hard cut reveal for "One Big Holiday" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "A Rock Legend Meets My Morning Jacket - Live Moment Bob Weir#mymorningjacket #li".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.

## Operational Notes

- Signal source: youtube | confidence 91%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-04-14T14:53:16.949Z
- Poster day hint: unavailable