

Jesse Welles - One-Page Highlights

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

Tier C | Billing 13 | Priority 40% | Viral 26% | Hype 40%

Primary Capture Moments

- Reels: Anchor the finale edit around "War Isn't Murder" for a high-payoff ending.
- Plan a wide crowd payoff shot near the finale around "War Isn't Murder".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.
- Recent live uploads are accelerating, indicating higher social replay value for hero moments.

Likely Song Triggers

- The Great Caucasian God: in-set 70% | opener 0% | closer+encore 0%
- Join Ice: in-set 70% | opener 21% | closer+encore 0%
- The Poor: in-set 70% | opener 0% | closer+encore 0%
- Domestic Error: in-set 70% | opener 0% | closer+encore 0%
- Philanthropist: in-set 70% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Save a hard cut reveal for "War Isn't Murder" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Join ICE" - Jesse Welles (LIVE on The Late Show)".
- Narrative cue: "Column: Meijer Gardens' stacked lineup holds its own with new amphitheater venue" is recurring in current chatter/news.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 25%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-04-14T14:53:35.526Z
- Poster day hint: unavailable