



# Win in November. *Then govern.*

A 90-minute strategy session for candidates on the November 2026 South Carolina ballot. The Cumulus team walks through the **digital + radio playbook** for the open Governor's race, the Graham U.S. Senate seat, all seven U.S. House districts, and every state and local race in between.

DATE

Tuesday, July 14  
2026

TIME

12:00 PM ET  
90 minutes · Q&A included

FORMAT

Virtual  
Zoom link sent on registration

COST

Complimentary  
Candidates & committees only

RESERVE YOUR SEAT

## Save your spot — seats are limited.

Open to candidates, campaign managers, treasurers and consultants working races on the 2026 SC ballot.

FIRST NAME

LAST NAME

**CAMPAIGN EMAIL**

**MOBILE PHONE**

**CAMPAIGN OR COMMITTEE NAME**

**OFFICE SOUGHT**

**YOUR ROLE**

I AGREE TO RECEIVE THE ZOOM LINK FROM CUMULUS MEDIA. I UNDERSTAND THE PLAYBOOK DECK IS SHARED ONLY WITH ATTENDEES AFTER THE LIVE SESSION. UNSUBSCRIBE ANYTIME.

RESERVE MY SEAT

**Paid for by Cumulus Media, Inc.**

Not authorized by any candidate or candidate committee.

*Cumulus reaches South Carolina voters **every day, all day** — across four of the state's largest markets.*

**Charleston**

LOWCOUNTRY & COASTAL SC

**Columbia**

MIDLANDS & CAPITAL

**Florence**

PEE DEE REGION

**Myrtle Beach**

GRAND STRAND

**What this *90 minutes* gives you.**

THE CURRICULUM

# 01

## The 2026 SC Landscape

Where the votes — and the national money — are moving. Open Governor's race, Graham U.S. Senate, all 7 House districts, 124 SC House seats, plus down-ballot.

# 02

## Tactics That Sell Votes

Display, video/OTT, DOOH on I-26 and I-95, streaming audio, Meta, Google — what each channel does, what it costs, and when to use it.

# 03

## Compliance, Demystified

Paid-for-by rules, Meta and Google political verification, and the SC State Ethics Commission filings you cannot afford to miss.

# 04

## The Cumulus Advantage

How a typical SC media plan allocates across channels, what production looks like in-house, and why local approval beats an out-of-market agency by 4 to 6 weeks.

**A working session, *not a sales pitch.***

THE AGENDA

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### 12:00 PM The 2026 landscape

15 MIN

Where the spend is moving in South Carolina. Why an open-seat Governor's race plus a contested Senate primary pulls national money down to every ballot below them.

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### 12:15 PM Six channels that win votes

35 MIN

Standard display, geo-fencing, OTT/CTV, DOOH on the major corridors, digital audio, search, and Meta/Google. What each does — and where it fits in a SC media plan.

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**12:50 PM**

20 MIN

## Compliance without the panic

Federal disclaimer rules, Meta and Google political-ad verification timelines, and how the SC State Ethics Commission layers state-specific requirements on top.

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**1:10 PM**

10 MIN

## The Cumulus advantage in SC

Local team, local approvals, launch in days — not weeks. How we deploy across Charleston, Columbia, Florence and Myrtle Beach with one point of contact.

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**1:20 PM**

10 MIN

## Live Q&A

Bring your race, your district, and your questions. We'll answer on the spot. Attendees receive the full playbook deck within 48 hours of the session.

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# Cumulus South Carolina

POLITICAL & ADVOCACY

HOSTED BY

## The team that *already owns* these markets.

Cumulus Media has operated in South Carolina for decades. Our local sales, traffic and production teams have shipped political creative for federal, statewide and municipal candidates across every cycle.

This session is led by the directors and account leads who work with SC campaigns every cycle. It is purely educational — no rate cards, no sales pitch. You leave with frameworks, contacts and the playbook.

**20+**

SC SIGNALS  
ACROSS 4 MARKETS

**3-5**

BUSINESS DAYS  
FROM APPROVAL TO AIR

**1**

SINGLE POINT  
OF CONTACT

# Built for the people *running the race.*

## WHO SHOULD ATTEND

### **Candidates**

From U.S. Senate to school board. If your name is on the November 2026 SC ballot, this is calibrated to your race size and budget.

### **Campaign Managers & Comms Directors**

Walk away with a media-plan framework, a compliance checklist, and the contacts who can quote and ship in days.

### **Treasurers & Finance Teams**

Understand how digital and broadcast invoicing works, what triggers in-kind issues, and how to keep filings clean with the SC State Ethics Commission.

### **Political Consultants**

Reach SC voters faster than an out-of-market agency. Learn how local production and approvals collapse your launch window.

## Party & Committee Staff

For county parties, caucus committees, and statewide coordinated efforts working multiple races at once across all three markets.

## Independent Expenditure Teams

Get current on issue vs. express-advocacy creative rules, FCC requirements, and turnaround windows for IE work in SC.

RESERVE YOUR SEAT

**Save 90 minutes now.** *Save weeks later.*

The candidates who launch in days — not weeks — start by knowing the playbook. Register once and we'll send the Zoom link and calendar invite. Attend the live session, and the playbook deck arrives in your inbox within 48 hours after.

REGISTER FOR THE WEBINAR

July 14, 2026 · 12:00 PM ET · 90 minutes · Educational session ·  
Free for SC candidates & committees

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Cumulus Media · South Carolina · Charleston · Columbia · Florence · Myrtle Beach

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