

# Win in November.

*Then govern.*

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## A 2026 South Carolina Candidate Webinar

Cumulus South Carolina • Political & Advocacy

*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

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### THE CURRICULUM

## What this *90 minutes* gives you.

*Not a sales pitch.*

**12:00 PM**  
20 MIN

### **The South Carolina media landscape**

Where voters actually spend their time — radio, streaming audio, connected TV, digital display, and out-of-home — mapped to each of the three Cumulus markets.

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**12:20 PM**  
20 MIN

### **Building a media plan from scratch**

Audience targeting, budget allocation by race size, and how to sequence your buys from announcement through GOTV.

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**12:40 PM**  
10 MIN

### **Creative that clears compliance**

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**

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

**1:10 PM**  
10 MIN

### **The Cumulus advantage in South Carolina**

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

**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.

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

WHO SHOULD ATTEND

## **Built for the people *running the race.***

### **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 four markets.

### **Independent Expenditure Teams**

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

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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 NOW](#)

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