

BROADCAST ORDER & TRAFFIC INSTRUCTIONS

STATION: All Participating PEP TV Stations
FROM: Kentucky Broadcasters Association – Public Education Partnership (PEP)
DATE: March 19, 2025
CLIENT: Council on Postsecondary Education (CPE)

Please REPLACE the current CPE spot in your PEP rotation.

TRAFFIC

Flight Dates: Start: March 25, 2025
End: March 29, 2026

Schedule: 30 spots per month (based on your station's PEP pledge)

Spot(s): FAFSAGeneric30TV (:30)
ISCI Code: CPSE2205

Replaces:
VideoChallenge30TV (:30)
ISCI Code: CPSE2206

This is the only TV spot airing for this sponsor.

All CPE PEP spots are available [here](#) or at www.kba.org, under the PEP tab.

Here are the current PEP sponsors:

- Council on Postsecondary Education (CPE)
- Department for Aging & Independent Living (DAIL) [radio only]
- GEAR UP
- KY Higher Education Assistance Authority (KHEAA)
- KY Public Service Commission (PSC) [radio only]
- KY Transportation Cabinet
- KY Voices for Health (KVFH) [awaiting new spot]
- Office of Drug Control Policy (ODCP)
- Office of the Secretary of State (SOST) [radio only; awaiting new spot]

Monthly affidavits can be mailed to the KBA office at the address below. Affidavits also may be emailed to pep@kba.org.
Contact the KBA office at (888) 843-5221 or (502) 848-0426.

KBA/PEP * 101 Enterprise Drive * Frankfort KY 40601