

BROADCAST ORDER & TRAFFIC INSTRUCTIONS

STATION: All Participating PEP TV Stations
FROM: Kentucky Broadcasters Association – Public Education Partnership (PEP)
DATE: December 13, 2024
CLIENT: Council on Postsecondary Education (CPE)

Please REPLACE the current CPE spot in your PEP rotation.

TRAFFIC

Flight Dates: Start: December 15, 2024
End: February 23, 2025

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

Spot(s): [VideoChallenge30TV \(:30\)](#)
ISCI Code: CPSE2206

Replaces:
FAFSAGeneric30TV (:30)
ISCI Code: CPSE2205

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) [radio only]
- KY Public Service Commission (PSC) [radio only]
- KY Transportation Cabinet [temporarily suspended]
- KY Voices for Health
- Office of Drug Control Policy (ODCP)
- Office of the Secretary of State (SOST) [radio only]

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