

# BROADCAST ORDER & TRAFFIC INSTRUCTIONS

**STATION:** All Participating PEP TV Stations  
**FROM:** Kentucky Broadcasters Association – Public Education Partnership (PEP)  
**DATE:** September 18, 2024  
**CLIENT:** Department for Aging and Independent Living (DAIL)

**Please ADD the following DAIL spot to your PEP rotation.**

## TRAFFIC

**Flight Dates:** Start: September 20, 2024  
End: December 7, 2024

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

**Spot(s):** DAILSHIP3\_30TV (:30)  
ISCI Code: DAIL2203

**This is the only TV spot airing for this sponsor.**

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

Here are the current PEP sponsors:

- Council on Postsecondary Education (CPE)
- Department for Aging & Independent Living (DAIL)
- GEAR UP
- KY Higher Education Assistance Authority (KHEAA) [radio only]
- KY Public Service Commission (PSC) [radio only]
- KY Transportation Cabinet [temporarily suspended]
- 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](mailto:pep@kba.org). Contact the KBA office at (888) 843-5221 or (502) 848-0426.

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