

# BROADCAST ORDER & TRAFFIC INSTRUCTIONS

**STATION:** All Participating PEP Radio Stations  
**FROM:** Kentucky Broadcasters Association – Public Education Partnership (PEP)  
**DATE:** February 21, 2025  
**CLIENT:** GEAR UP

**Please EXTEND the flight for the current GEAR UP spot in your PEP rotation.**

## TRAFFIC

**Flight Dates:** Start: February 24, 2025  
End: March 24, 2025

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

**Spot(s):** CollegeAccept30R (:30)  
ISCI Code: GEAR2106

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

All GEAR UP 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)
- KY Public Service Commission (PSC) [radio only]
- KY Transportation Cabinet [temporarily suspended]
- KY Voices for Health (KVFH)
- 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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