

# BROADCAST ORDER & TRAFFIC INSTRUCTIONS

**STATION:** All Participating PEP Radio Stations  
**FROM:** Kentucky Broadcasters Association – Public Education Partnership (PEP)  
**DATE:** December 18, 2024  
**CLIENT:** KY Higher Education Assistance Authority (KHEAA)

**Please EXTEND the flight for the current KHEAA spot(s) in your PEP rotation.**

## TRAFFIC

**Flight Dates:** Start: December 30, 2024  
End: December 28, 2025

**Spot(s):** KYAELoan30R (:30)  
ISCI Code: HEAA2102

All KHEAA spots and traffic can be downloaded [here](https://www.kba.org/) or by visiting the KBA website at <https://www.kba.org/> and clicking on the PEP Program link at the top of the page.

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 [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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