

BROADCAST ORDER & TRAFFIC INSTRUCTIONS

STATION: All Participating PEP TV Stations
FROM: Kentucky Broadcasters Association – Public Education Partnership (PEP)
DATE: February 5, 2025
CLIENT: KY Higher Education Assistance Authority (KHEAA)

Please REPLACE the current KHEAA spot(s) in your PEP rotation.

TRAFFIC

Flight Dates: Start: February 7, 2025
End: January 25, 2026

New Spot(s):

- 1. AEL1_30TV (:30)**
ISCI Code: HEAA2205
- 2. AEL2_30TV (:30)**
ISCI Code: HEAA2206

Please rotate equally.

Replaces:
FAFSADream30TV (:30)
ISCI Code: HEAA2204

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) [awaiting new spot]
- 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.