

# BROADCAST ORDER & TRAFFIC INSTRUCTIONS

**STATION:** All Participating PEP TV Stations  
**FROM:** Kentucky Broadcasters Association – Public Education Partnership (PEP)  
**DATE:** June 13, 2024  
**CLIENT:** KY Higher Education Assistance Authority (KHEAA)

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

## TRAFFIC

**Flight Dates:** Start: June 16, 2024  
End: June 29, 2025

**New Spot(s):** 2425FAFSA30TV (:30)  
ISCI Code: HEAA2202

**Replaces:**  
Advantage30TV (:30)  
ISCI Code: HEAA2201

All KHEAA spots and traffic can be downloaded [here](#) 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 Housing Corporation (KYHC)
- 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.

KBA/PEP \* 101 Enterprise Drive \* Frankfort KY 40601