

BROADCAST ORDER & TRAFFIC INSTRUCTIONS

STATION: All Participating PEP TV Stations
FROM: Kentucky Broadcasters Association – Public Education Partnership (PEP)
DATE: November 20, 2024
CLIENT: KY Higher Education Assistance Authority (KHEAA)

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

TRAFFIC

Flight Dates: Start: November 24, 2024
End: November 30, 2025

New Spot(s): FAFSADream30TV (:30)
ISCI Code: HEAA2204

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 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. Contact the KBA office at (888) 843-5221 or (502) 848-0426.

KBA/PEP * 101 Enterprise Drive * Frankfort KY 40601