

BROADCAST ORDER & TRAFFIC INSTRUCTIONS

STATION: All Participating PEP TV Stations
FROM: Kentucky Broadcasters Association – Public Education Program (PEP)
DATE: March 12, 2025
CLIENT: Kentucky Transportation Cabinet (KYTC)

Please ADD the following KYTC spot to your PEP rotation.

TRAFFIC

Flight Dates: Start: March 14, 2025
End: March 30, 2026

New Spot(s): Wall30R (:30)
ISCI Code: KYTC2206

All KYTC 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
- KY Voices for Health (KVFH) [awaiting new spot]
- Office of Drug Control Policy (ODCP)
- Office of the Secretary of State (SOST) [radio only; awaiting new spot]

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