

BROADCAST ORDER & TRAFFIC INSTRUCTIONS

STATION: All Participating PEP Radio Stations
FROM: Kentucky Broadcasters Association – Public Education Program (PEP)
DATE: January 7, 2021
Client: KY National Guard Youth Challenge (NGYC)

Please REPLACE the current NGYC spots in your PEP rotation.

TRAFFIC

Flight Dates: Start: January 8, 2021
End: September 26, 2021

Schedule: 30 spots per month (based on your station's PEP pledge)

Spot(s):

- 1. NGYCWhatIsTess30R (:30)**
ISCI Code: NGYC2104
- 2. NGYCWhyRob30R (:30)**
ISCI Code: NGYC2105
- 3. NGYCSecondChanceTess30R (:30)**
ISCI Code: NGYC2106

These are the only radio spots running for this sponsor.

Here are the current PEP sponsors:

- Council on Postsecondary Education (CPE)
- Department of Aging & Independent Living (DAIL) [radio only]
- GEAR UP
- Governor's Office of Agricultural Policy (GOAP)
- KY 811
- KY National Guard Youth Challenge (NGYC) [radio only]
- KY Public Service Commission (PSC) [radio only]
- KY Transportation Cabinet

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