

BROADCAST ORDER & TRAFFIC INSTRUCTIONS

STATION: All Participating PEP Radio Stations
FROM: Kentucky Broadcasters Association – Public Education Program (PEP)
DATE: September 29, 2022
CLIENT: KY Primary Care Association (KPCA)

Please add a KPCA spot to your PEP rotation.

TRAFFIC

Flight Dates: Start: October 3, 2022
End: March 31, 2023

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

Spot(s): KPCAKeepChildrenSafe30R (:30)
ISCI Code: KPCA2101

This is the only radio spot airing for this sponsor.

All KPCA PEP spots are available [here](#) or at www.kba.org, under the PEP tab.

Here are the current PEP sponsors:

- Council on Postsecondary Education (CPE)
- Department for Aging & Independent Living (DAIL) [radio only]
- GEAR UP
- KY 811
- KY Primary Care Association (KPCA) [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