

BROADCAST ORDER & TRAFFIC INSTRUCTIONS

STATION: All Participating PEP TV Stations
FROM: Kentucky Broadcasters Association – Public Education Program (PEP)
DATE: December 20, 2022
CLIENT: Council on Postsecondary Education (CPE)

Please EXTEND the flight for the current CPE PEP spot(s).

TRAFFIC

Flight Dates: Start: December 26, 2022
End: December 31, 2023

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

Spot(s): HigherEdMatters30TV (:30)
ISCI Code: CPSE2202

This is the only TV spot airing for this sponsor.

All CPE 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)
- GEAR UP
- KY 811
- KY Primary Care Association (KPCA) [radio only]
- KY Public Service Commission (PSC) [radio only]
- KY Transportation Cabinet
- KY Voices for Health (KVFH) [radio only]
- Retain Kentucky (REKY) [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