

BROADCAST ORDER & TRAFFIC INSTRUCTIONS

STATION: All Participating PEP TV Stations
FROM: Kentucky Broadcasters Association – Public Education Partnership (PEP)
DATE: January 20, 2026
CLIENT: KY Higher Education Assistance Authority (KHEAA)

Please EXTEND the flight for the current KHEAA spots in your PEP rotation.

TRAFFIC

Flight Dates: Start: January 26, 2026
End: September 26, 2026

Spot(s): 1. [AEL1 30TV](#) (:30)
ISCI Code: HEAA2205
2. [AEL2 30TV](#) (:30)
ISCI Code: HEAA2206
3. [AELApply30TV](#) (:30)
ISCI Code: HEAA2207

Please rotate equally.

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)
- GEAR UP
- KY Chamber of Commerce (KYCC) [TV only]
- KY Higher Education Assistance Authority (KHEAA)
- KY Public Service Commission (PSC) [radio only]
- KY Transportation Cabinet
- Office of Drug Control Policy (ODCP)]

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