

BROADCAST ORDER & TRAFFIC INSTRUCTIONS

STATION: All Participating PEP TV Stations
FROM: Kentucky Broadcasters Association – Public Education Partnership (PEP)
DATE: July 9, 2025
CLIENT: KY Higher Education Assistance Authority (KHEAA)

Please ADD the following spot to your PEP rotation.

TRAFFIC

Flight Dates: Start: July 11, 2025
End: January 25, 2026

New Spot(s): [AELApply30TV \(:30\)](#)
ISCI Code: HEAA2207

Please rotate equally with:

1. AEL1_30TV (:30)

ISCI Code: HEAA2205

2. AEL2_30TV (:30)

ISCI Code: HEAA2206

All KHEAA spots and traffic can be downloaded [here](https://www.kba.org/) 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 Housing Corporation (KYHC)
- KY Public Service Commission (PSC) [radio only]
- KY Transportation Cabinet
- KY Voices for Health (KVFH)
- 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