

BROADCAST ORDER AND TRAFFIC INSTRUCTIONS

STATION: All Participating PEP TV Stations
FROM: Kentucky Broadcasters Association – Public Education Program (PEP)
DATE: April 23, 2020
Client: Governor’s Office of Agricultural Policy (GOAP/KADF)

Please REPLACE the current TV spot(s) now airing for GOAP.

TRAFFIC

Flight Dates: Start: April 27, 2020
End: May 31, 2020

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

Spot(s):

- 1. Beef30TV (:30)**
ISCI Code: GOAP2202
- 2. KADFGeneric230TV (:30)**
ISCI Code: GOAP2205
- 3. KADFBeeFBach30TV (:30)**
ISCI Code: GOAP2208

Replaces:

- 1. Pork30TV (:30)**
ISCI Code: GOAP2201
- 2. Beef30TV (:30)**
ISCI Code: GOAP2202
- 3. Poultry30TV (:30)**
ISCI Code: GOAP2203

These are the only TV spots running for this sponsor.

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

Here are the current PEP Sponsors:

- Cabinet for Health & Family Services (CHFS)
- Council on Postsecondary Education (CPE)
- GEAR UP
- Governor’s Office of Agricultural Policy (GOAP)
- KY 811
- KY Justice & Public Safety Cabinet (JPS)
- 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