

# BROADCAST ORDER AND TRAFFIC INSTRUCTIONS

**STATION:** All Participating PEP TV Stations  
**FROM:** Kentucky Broadcasters Association – Public Education Program (PEP)  
**DATE:** June 25, 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: June 29, 2020  
End: July 26, 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

**Replaces:**  
1. Pork30TV (:30)  
ISCI Code: GOAP2201  
2. KADFGeneric130TV (:30)  
ISCI Code: GOAP2204

**These are the only TV spots running for this sponsor.**

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

Here are the current PEP Sponsors:

- Council on Postsecondary Education (CPE)
- Department of Aging & Independent Living (DAIL) [radio only]
- 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](mailto:pep@kba.org). Contact the KBA office at (888) 843-5221 or (502) 848-0426.

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