BROADCAST ORDER & TRAFFIC INSTRUCTIONS

STATION: **All Participating PEP TV Stations**
FROM: **Kentucky Broadcasters Association – Public Education Partnership (PEP)**
DATE: **October 29, 2026**
CLIENT: **Council on Postsecondary Education (CPE)**

Please REPLACE the current CPE spot in your PEP rotation with the following:

TRAFFIC

Flight Dates: Start: November 1, 2026
End: October 30, 2027

New Spot(s): **Everyone30TV (:30)**
ISCI Code: CPSE2208

Replaces:
CollegeAcceptance30TV (:30)
ISCI Code: CPSE2207

Here are the current PEP sponsors:

- Council on Postsecondary Education (CPE)
- Department for Aging & Independent Living (DAIL)
- GEAR UP
- KY Public Service Commission (PSC) [radio only]
- KY Transportation Cabinet
- Office of Drug Control Policy (ODCP)
- Office of the Secretary of State (SOST)

All CPE 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.

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