

BROADCAST ORDER AND TRAFFIC INSTRUCTIONS

STATION: All Participating PEP TV Stations
FROM: Kentucky Broadcasters Association – Public Education Program (PEP)
DATE: April 24, 2017
Client: Governor’s Office of Agricultural Policy (GOAP/KADF)

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

TRAFFIC

Flight Dates: Start: May 1, 2017
End: May 28, 2017

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

Spot(s): 1. 2015 KADF Beef1 (:30)
2. 2015 KADF Generic1 (:30)

Please rotate equally.

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:

- Council on Postsecondary Education
- GEAR UP
- Governor’s Office of Agricultural Policy (GOAP)
- KY 811 (radio only)
- KY Adult Education
- KY Transportation Cabinet
- KY Justice & Public Safety Cabinet (TV only)

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