

BROADCAST ORDER AND TRAFFIC INSTRUCTIONS

STATION: All Participating PEP TV Stations
FROM: Kentucky Broadcasters Association – Public Education Program (PEP)
DATE: August 21, 2017
Client: Governor’s Office of Agricultural Policy (GOAP/KADF)

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

TRAFFIC

Flight Dates: Start: August 27, 2017
End: October 28, 2017

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

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

This is the only TV spot running for this sponsor.

Replaces: 1. 2015 KADF Pork1 (:30)
2. 2015 KADF Poultry1 (:30)
3. 2015 KADF Beef1 (:30)

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
- KY Community & Technical College System

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