

BROADCAST ORDER AND TRAFFIC INSTRUCTIONS

STATION: All Participating PEP TV Stations
FROM: Kentucky Broadcasters Association – Public Education Program (PEP)
DATE: January 9, 2018
Client: Cabinet for Health & Family Services (CHFS)

Please REPLACE the current CHFS TV spots.

TRAFFIC

Flight Dates: Start: January 15, 2018
End: June 24, 2018

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

Spot(s): 1. OpioidHotline (:30)

SPECIAL NOTE: This spot also is being run for the Justice & Public Safety Cabinet.
The two agencies wish to promote the hotline heavily.

Replaces: 1. CHFS TV 1 (:30)
2. CHFS TV 2 (:30)

All CHFS 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)
- Governor's Office of Agricultural Policy (GOAP)
- KY 811
- KY Adult Education
- KY Transportation Cabinet
- KY Justice & Public Safety Cabinet
- National Guard
- 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
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