



KANSAS ASSOCIATION OF BROADCASTERS

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PEP TV SUMMARY

Effective May 1, 2022

Changes in Red

Please stop running any PEP ADs that are not listed below.

:15 SPOTS

KS ARMY NATIONAL GUARD (ARNG)	Ad Agency ISCI CODE	USE KAB ISCI CODE ARNG1280	KillDate
1. Be More "Make A Difference1"	ZNGB1059000H English	ZNGB1083000H Spanish	Oct. 31, 2022
2. Be More "Make A Difference2"	ZNGB1061000H English	ZNGB1085000H Spanish	Oct. 31, 2022
3. Be More "Make A Difference3"	ZNGB1063000H English	ZNGB1087000H Spanish	Oct. 31, 2022
4. Be More "Make A Difference4"	ZNGB1065000H English	ZNGB1089000H Spanish	Oct. 31, 2022
5. Be More "Make A Difference5"	ZNGB1067000H English	ZNGB1091000H Spanish	Oct. 31, 2022
6. Be More "Be First"	ZNGB1069000H English	ZNGB1093000H Spanish	Oct. 31, 2022

:30 SPOTS

KS. Dept. of Aging and Disability Services	ISCI Code	Kill Date
1. KDADS_SMP_PhoneScams_0522-30	KDAD2106	April 30, 2023
2. KDADS_SMP_TheMission_0522_30	KDAD2107	April 30, 2023

KS ARMY NATIONAL GUARD (ARNG)	Ad Agency ISCI CODE:	USE KAB ISCI CODE ARNG2280	Kill Date
1. Be More "Make A Difference1"	ZNGB1060000H English	ZNGB1084000H Spanish	Oct. 31, 2022
2. Be More "Make A Difference2"	ZNGB1062000H English	ZNGB1086000H Spanish	Oct. 31, 2022
3. Be More "Make A Difference3"	ZNGB1064000H English	ZNGB1088000H Spanish	Oct. 31, 2022
4. Be More "Make A Difference4"	ZNGB1066000H English	ZNGB1090000H Spanish	Oct. 31, 2022
5. Be More "Make A Difference5"	ZNGB1068000H English	ZNGB1092000H Spanish	Oct. 31, 2022
6. Be More "Be First"	ZNGB1070000H English	ZNGB1094000H Spanish	Oct. 31, 2022

KS DEPT. OF EDUCATION (KDOE)		Kill Date
1. Free Lunches	KDOE2201	May 31, 2022
2. Free Lunches (Emoji)	KDOE2202	May 31, 2022

RADON (RADO)	NEW ORDER	Kill Date
1. RADON	RADO2200	May 15, 2022

KS DEPT. OF TRANSPORTATION (KDOT)	NEW ORDER	Kill Date
1. "2022 WORK ZONE SAFETY"	KDOT2200	May 31, 2022

TV Spot Downloads can be found here:

- KS Dept of Education "Free Lunches": Emoji <https://vimeo.com/625881163/b263a31c45> Rotate with this ad: <https://vimeo.com/600534973>
- Army National Guard – New "Be More" campaign includes "Make a Difference" and "Be First" spots: <https://www.lmdresources.com/kansas-2021-22> Rotate all new ads for ARNG.
- Radon: <http://www.ksre.k-state.edu/news/radon/>
- KDOT "Work Zone Safety": <http://www.ksdot.org/bureaus/offtransinfo/default.asp>

Note: Be sure to use the ISCI code or Campaign full title on all affidavits.

To the extent possible, split the value of these orders over ALL day parts as follows:

1/3 of \$ Value: 5 a.m. - 12 noon 1/3 of \$ Value: 12 noon - 6 p.m. 1/3 of \$ Value: 6 p.m. - 12 midnight