



**MEMO FROM NJBA
NEW JERSEY BROADCASTERS ASSOCIATION
2608 Lakewood Rd., Suite 3
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Date: August 29, 2023
To: All General Managers, Traffic Directors & Copy Departments at All Stations
From: Debbie DeGaeta
Re: **PEP INSTRUCTIONS FOR SEPTEMBER 2023**

PLEASE RUN ALL SPOTS 6A-12A (with extra insertions ROS)

RADIO

JCP&L (Jersey Central Power & Light): Please continue running the following spots **until September 4**. New spots will be sent to stations separately that will begin airing on **September 5**.

- “Hot Weather Efficiency”, :30
- “Hot Weather Efficiency”, :60

NJ Secretary of State Business Action Center: Please continue running the following spots:

- “Start A Business In NJ”, :15
- “Small Business”, :30
- “Small Business”, :60

Reminder: You should be running two accounts for the month of September 2023, which are:

- JCP&L
- NJ Secretary of State Business Action Center

Please be sure the spots you are running correspond with the PEP Instructions.

PLEASE ALSO RUN THE NEW EEO SPOTS (FOR NEW JERSEY AND NEW YORK STATIONS).

TELEVISION

Partnership for a Drug-Free NJ: Please continue running the following spots:

- “American Medicine Chest Challenge”, :30
- “Awkward Silence”, :30
- “Awkward Silence”, :15
- “Just a Phase”, :30
- “Embrace”, :30

If you have a question about the PEP program, please call the NJBA office toll free at 1-888-NJBA-FONE.

Thank you for your continued cooperation!