



MEMO FROM NJBA
NEW JERSEY BROADCASTERS ASSOCIATION
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Date: June 28, 2024
To: All General Managers, Traffic Directors & Copy Departments at All Stations
From: Debbie DeGaeta
Re: **PEP INSTRUCTIONS FOR JULY 2024**

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

RADIO

JCP&L (Jersey Central Power & Light): Please continue running the following spots:

- “Storm Preparedness”, :30
- “Storm Preparedness”, :60

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

- “Call Based Help”, :30
- “Call Based Help”, :60
- “Chat Based Help”, :30
- “Chat Based Help”, :60

Reminder: You should be running two accounts for the month of July 2024, 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 EEO SPOTS (FOR NEW JERSEY AND NEW YORK STATIONS).

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!