



**MEMO FROM NJBA  
NEW JERSEY BROADCASTERS ASSOCIATION  
2608 Lakewood Rd., Suite 3  
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(609) 860-0111 Fax: (609) 860-0110**

Date: September 30, 2024  
To: All General Managers, Traffic Directors & Copy Departments at All Stations  
From: Debbie DeGaeta  
Re: **PEP INSTRUCTIONS FOR OCTOBER 2024**

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

**RADIO**

**JCP&L (Jersey Central Power & Light):** Please run the new spots sent to stations earlier today as follows:

- “Bill Assistance”, :30
- “Bill Assistance”, :60
- “EV Charging”, :30
- “EV Charging”, :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

**NJ Prevention Network (IMPACT NJ):** Please run the following spots **through October 13 and then discontinue:**

- “Marijuana-English”, :30
- “Marijuana-English”, :60
- “Marijuana-Spanish”, :30
- “Marijuana-Spanish”, :60

**Reminder: You should be running three accounts for the month of October 2024, which are:**

- **JCP&L**
- **NJ Secretary of State Business Action Center**
- **NJ Prevention Network (IMPACT NJ) – run through October 13 and then discontinue**

**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!