



MEMO FROM NJBA
NEW JERSEY BROADCASTERS ASSOCIATION
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Date: June 26, 2025
To: All General Managers, Traffic Directors & Copy Departments at All Stations
From: Debbie DeGaeta
Re: **PEP INSTRUCTIONS FOR JULY 2025**

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

RADIO

JCP&L (Jersey Central Power & Light): Please discontinue running JCP&L spots at this time. We are expecting new spots soon and will send another insertion at that time.

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

- “Small Business Manual”, :30

NJ Prevention Network: Please continue running the following spots **through July 6 and then discontinue:**

- “Prevention Hub”, :30
- “Prevention Hub”, :60

Reminder: You should be running two accounts for the month of July 2025, which are:

- NJ Secretary of State Business Action Center
- NJ Prevention Network (run through July 6 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!