



**MEMO FROM NJBA**  
**NEW JERSEY BROADCASTERS ASSOCIATION**  
**2608 Lakewood Rd., Suite 3**  
**Point Pleasant, NJ 08742**  
**(609) 860-0111 Fax: (609) 860-0110**

Date: August 28, 2025  
To: All General Managers, Traffic Directors & Copy Departments at All Stations  
From: Debbie DeGaeta  
Re: **PEP INSTRUCTIONS FOR SEPTEMBER 2025**

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

### **RADIO**

**NJ Secretary of State Business Action Center:** There are three spots available for this PEP account (two 60 second spots and one 30 second spot). Please run the 30 second spot; however, if your station(s) don't run 30 second spots, then please run the 60 second spots. **Since the 60 second spots have not run recently, I'm attaching them to this email.** The spots are as follows:

- "Small Business Manual", :30
- "Call Based Help", :60
- "Chat Based Help", :60

**Please note that the Business Action Center spots should only run from September 1 thru September 15.**

**NJ Prevention Network:** Please continue running the following spots:

- "Prevention Hub", :30
- "Prevention Hub", :60

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

- NJ Secretary of State Business Action Center (run from September 1 – 15)
- NJ Prevention Network

**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!