



MEMO FROM NJBA
NEW JERSEY BROADCASTERS ASSOCIATION
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Date: September 29, 2025
To: All General Managers, Traffic Directors & Copy Departments at All Stations
From: Debbie DeGaeta
Re: **PEP INSTRUCTIONS FOR OCTOBER 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. 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 only run for the first half of each month. Therefore, these spots should only run thru October 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 October 2025, which are:

- **NJ Secretary of State Business Action Center (run from October 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!