



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

Date: May 28, 2026
To: All General Managers, Traffic Directors & Copy Departments at All Stations
From: Debbie DeGaeta
Re: **PEP INSTRUCTIONS FOR JUNE 2026**

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

RADIO

NJ Secretary of State Business Action Center: Please continue running the following spots. **These spots should only run through June 15 and then be discontinued.** If your station(s) don't run 30 second spots, then please run the 60 second spots:

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

Central Jersey Family Health Consortium: Please run the new spots that were sent to stations earlier today **for the entire month of June**, as follows:

- “Stillborn-English”, :30
- “Stillborn-Spanish”, :30

Reminder: You should be running two accounts for the month of June 2026, which are:

- **NJ Secretary of State Business Action Center (run through June 15 and then discontinue)**
- **Central Jersey Family Health Consortium (run for entire month of June)**

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!