



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

Date: July 31, 2026
To: All General Managers, Traffic Directors & Copy Departments at All Stations
From: Debbie DeGaeta
Re: **PEP INSTRUCTIONS FOR AUGUST 2026**

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

RADIO

JCP&L (Jersey Central Power & Light): Please continue running the spots that ran during July, as follows:

- “Hurricane Preparedness”, :30
- “Hurricane Preparedness”, :60
- “Summer Safety”, :30
- “Summer Safety”, :60

NJ Secretary of State Business Action Center: Please run the following spots. **These spots should only run through August 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

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

- JCP&L (run for entire month)
- NJBAC (run until August 15 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!