



**MEMO FROM NJBA
NEW JERSEY BROADCASTERS ASSOCIATION
2608 Lakewood Rd., Suite 3
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Date: July 31, 2025
To: All General Managers, Traffic Directors & Copy Departments at All Stations
From: Debbie DeGaeta
Re: **PEP INSTRUCTIONS FOR AUGUST 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 Clean Communities Council: Please run the following spots which were sent to stations earlier today:

- “Reusable Bags”, :30
- “Skip the Stuff”, :30

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

- NJ Secretary of State Business Action Center
- NJ Clean Communities Council

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!