



**MEMO FROM NJBA
NEW JERSEY BROADCASTERS ASSOCIATION
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Date: September 30, 2025
To: All General Managers, Traffic Directors & Copy Departments at All Stations
From: Debbie DeGaeta
Re: **PEP INSTRUCTIONS FOR NOVEMBER 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 November 15.

Partnership For a Drug-Free NJ: Spots for this PEP account will begin running on **November 10** and continue running for the remainder of November. The spots will be sent to stations in a separate email prior to the 10th.

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

- NJ Secretary of State Business Action Center (run from November 1 – 15)
- Partnership For a Drug-Free NJ (spots will begin running on November 10 and continue for the remainder of November)

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!