



**MEMO FROM NJBA
NEW JERSEY BROADCASTERS ASSOCIATION
2608 Lakewood Rd., Suite 3
Point Pleasant, NJ 08742
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Date: March 30, 2026
To: All General Managers, Traffic Directors & Copy Departments at All Stations
From: Debbie DeGaeta
Re: **PEP INSTRUCTIONS FOR APRIL 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. 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

PLEASE NOTE THAT THESE SPOTS SHOULD RUN THROUGH APRIL 15 AND THEN DISCONTINUE RUNNING FOR THE REMAINDER OF APRIL.

Reminder: You should be running one account for the month of April 2026, which is:

- **NJ Secretary of State Business Action Center (run through April 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!

