



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

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

RADIO

JCP&L (Jersey Central Power & Light): Please run the new spots that were sent to stations earlier today:

- “Bill Assistance”, :30
- “Bill Assistance”, :60

NJ Secretary of State Business Action Center: Please run the “refreshed” spots that were sent to stations today. **These spots should only run through October 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-Refreshed”, :30
- “Call Based Help-Refreshed”, :30
- “Call Based Help-Refreshed”, :60
- “Chat Based Help-Refreshed”, :30
- “Chat Based Help-Refreshed”, :60

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

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