MEMO FROM NJBA
NEW JERSEY BROADCASTERS ASSOCIATION
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Date: November 3, 2026

To: All General Managers, Traffic Directors & Copy Departments at All Stations

From: Debbie DeGaeta

Re: **PEP INSTRUCTIONS FOR NOVEMBER 2026 - REVISED**

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 yesterday, as follows:

- "Utility Scam Awareness", :30
- "Utility Scam Awareness", :60

NJ Secretary of State Business Action Center: Please continue running the following spots. **These spots should only run through November 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 November 2026, which are:

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