



**MEMO FROM NJBA  
NEW JERSEY BROADCASTERS ASSOCIATION  
2608 Lakewood Rd., Suite 3  
Point Pleasant, NJ 08742  
(609) 860-0111 Fax: (609) 860-0110**

Date: February 27, 2024  
To: All General Managers, Traffic Directors & Copy Departments at All Stations  
From: Debbie DeGaeta  
Re: **PEP INSTRUCTIONS FOR MARCH 2024**

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

**RADIO**

**JCP&L (Jersey Central Power & Light):** Please continue running the following spots:

- “Energy Efficiency Tips”, :30
- “Energy Efficiency Tips-Electronics”, :30
- “Energy Efficiency Tips”, :60
- “Energy Efficiency Tips-Electronics”, :60

**NJ Secretary of State Business Action Center:** Please continue running the following spots:

- “Call Based Help”, :30
- “Call Based Help”, :60
- “Chat Based Help”, :30
- “Chat Based Help”, :60

**Reminder: You should be running two accounts for the month of March 2024, which are:**

- **JCP&L**
- **NJ Secretary of State Business Action Center**

**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!