



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

Date: May 2, 2024
To: All General Managers, Traffic Directors & Copy Departments at All Stations
From: Debbie DeGaeta
Re: **PEP INSTRUCTIONS FOR MAY 2024**

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

RADIO

JCP&L (Jersey Central Power & Light): Please run the following new spots:

- “National Electrical Safety Month-Outdoor Safety”, :30
- “National Electrical Safety Month-Outdoor Safety”, :60
- “National Electrical Safety Month-Home Tech Safety”, :30
- “National Electrical Safety Month-Home Tech Safety”, :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

NJ Clean Communities Council: Please run the following new spots:

- “Balloons”, :30
- “Balloons”, :60
- “Reusable Bags”, :30

Reminder: You should be running three accounts for the month of May 2024, which are:

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

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!