



**MEMO FROM NJBA
NEW JERSEY BROADCASTERS ASSOCIATION
2608 Lakewood Rd., Suite 3
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Date: October 31, 2024
To: All General Managers, Traffic Directors & Copy Departments at All Stations
From: Debbie DeGaeta
Re: **PEP INSTRUCTIONS FOR NOVEMBER 2024**

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

RADIO

JCP&L (Jersey Central Power & Light): Please continue running the following spots **but note that new spots will be sent soon. At that time, please discontinue these spots and run only the new spots.**

- “Bill Assistance”, :30
- “Bill Assistance”, :60
- “EV Charging”, :30
- “EV Charging”, :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 Division of Elections: Please continue running the following spots **through November 3 and then discontinue.**

- “NJ Division of Elections M1”, :30
- “NJ Division of Elections F2”, :30

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

- **JCP&L**
- **NJ Secretary of State Business Action Center**
- **NJ Division of Elections – run through November 3 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!