



**MEMO FROM NJBA
NEW JERSEY BROADCASTERS ASSOCIATION
2608 Lakewood Rd., Suite 3
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Date: November 27, 2024
To: All General Managers, Traffic Directors & Copy Departments at All Stations
From: Debbie DeGaeta
Re: **PEP INSTRUCTIONS FOR DECEMBER 2024**

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, as follows:

- “Holiday Lighting Safety & Efficiency”, :30
- “Holiday Lighting Safety & Efficiency”, :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 December 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!