



**MEMO FROM NJBA  
NEW JERSEY BROADCASTERS ASSOCIATION  
2608 Lakewood Rd., Suite 3  
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Date: February 26, 2026  
To: All General Managers, Traffic Directors & Copy Departments at All Stations  
From: Debbie DeGaeta  
Re: **PEP INSTRUCTIONS FOR MARCH 2026**

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

### **RADIO**

**NJ Secretary of State Business Action Center:** Please discontinue running the “New Year” spots. There are three spots that ran in previous months (two 60 second spots and one 30 second spot) which should run during March. Please run the 30 second spot; however, if your station(s) don’t run 30 second spots, then please run the 60 second spots. The spots are attached and as follows:

- “Small Business Manual”, :30
- “Call Based Help”, :60
- “Chat Based Help”, :60

**PLEASE NOTE THAT THESE SPOTS SHOULD RUN THROUGH MARCH 15 AND THEN DISCONTINUE RUNNING FOR THE REMAINDER OF MARCH.**

**NJ Dept. of Environmental Protection – Radon Division:** Please continue running the following spots:

- “Radon Gas”, :30
- “Radon Gas”, :60

**Reminder: You should be running two accounts for the month of March 2026, which are:**

- **NJ Secretary of State Business Action Center (run through March 15 and then discontinue)**
- **NJ Dept. of Environmental Protection – Radon Division (run for entire month)**

**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!