



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

Date: January 30, 2026
To: All General Managers, Traffic Directors & Copy Departments at All Stations
From: Debbie DeGaeta
Re: **PEP INSTRUCTIONS FOR FEBRUARY 2026**

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

RADIO

NJ Secretary of State Business Action Center: There are five spots available for this PEP account (two 60 second spots and three 30 second spots). Please run the 30 second spots; however, if your station doesn't run 30 second spots, then please run the 60 second spots. The spots are as follows:

- "New Year Small Business Manual", :30
- "New Year Call Based Help", :30
- "New Year Call Based Help", :60
- "New Year Chat Based Help", :30
- "New Year Chat Based Help", :60

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

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 February 2026, which are:

- **NJ Secretary of State Business Action Center (run through February 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!