

TRAFFIC SURVIVAL SCHOOL ADVERTISING REQUIREMENTS

Summary of Changes

Revisions were made through out the policy to conform to Title 28 and Arizona Administrative Code (A.A.C.) Rule changes. Traffic Survival School was moved from Title 32 to Title 28 and Rules have been established.

Purpose

To provide guidelines and information for Traffic Survival Schools (TSS) and **qualified** instructors regarding acceptable advertising.

Policy

- A. A school shall not use any name other than its licensed name for advertising or publicity purposes. Nor shall the words “State”, “Motor Vehicle Division”, “Arizona Department of Transportation”, “Arizona Chapter National Safety Council”, “National Safety Council” or the acronyms “MVD” or “ADOT”, “ACNSC”, “NSC” appear in any part of the name.
 - 1. Advertisements may include the language stating that they are “licensed”, “authorized”, or “certified” by the Division’s authorized contractor and/or Division, but shall not indicate that a school is approved, sanctioned or in any other way endorsed by the Division and/or the Division’s authorized contactor.
 - 2. No advertisement shall contain false or misleading information.
- B. No TSS advertisement shall indicate in any way that a school can issue or guarantee the issuance of a driver license, or imply that the school can in any way influence the Division in the issuance of a driver license or imply that preferential or advantageous treatment from the Division can be obtained.
- C. Traffic Survival School (TSS) advertising shall not:
 - 1. Solicit specific individuals that have not been assigned to complete the course by MVD or by a court order.
 - 2. Lead individuals to believe the advertising is an official notice from MVD or the court requiring completion of TSS.
- D. A TSS shall not request additional authorization licenses from the Division’s authorized contractor strictly for advertising purposes or to appear multiple times on the Division’s authorized contractor listing of schools. Each licensed school must be fully operational and offer classes every **60 days at each established place of business and licensed branch/site**.
- E. Advertising violations for non-compliance may, depending on the severity or number of violations:

TRAFFIC SURVIVAL SCHOOL ADVERTISING REQUIREMENTS

Page 2 of 2

1. Result in corrective action, including but not limited to, a term of probation, a Cease and Desist order, or a request for a hearing to suspend, cancel or revoke the school's license.
 2. Be grounds for the denial of the renewal of any license under A.R.S. § 28-3414.
- F. Notifications of advertising non-compliance should be forwarded to the Division's authorized contractor. Notification must be submitted in writing by one of the following methods:
- Email at: support@acnsc.org
 - U.S. mail at:
Arizona Chapter, National Safety Council
1606 W. Indian School Road
Phoenix, AZ 85015
- G. Pursuant to R17-5-311, advertising requirements shall apply to:
1. Advertising mediums including, but not limited to, all written, verbal and/or electronic advertising, such as:
 - Promotional items (t-shirts, pencils, hats, banners, etc.)
 - Flyers
 - Coupons
 - Brochures
 - Billboards of all sizes
 - Publication advertising (phone books, newspapers, magazines, etc.)
 - Ads on television, radio and/or the Internet
 - Electronic media (websites, emails, etc.)
 2. Pre-approval of advertising by the Division's authorized contractor is required.
 3. TSS shall maintain a complete and current listing of all advertising media, at their principal place of business, failure to maintain the list or to disclose all advertising is considered non-compliance. The listing shall:
 - Include any and all advertising
 - Provide specific source names, when applicable
 - Indicate specific "start" and "end" dates, when applicable
 - Be made available for immediate review upon request by the Division's authorized contractor representatives and the Division, or law enforcement officials

Authority: Administrative Revisions December 2015, A.R.S. § 28-3414, 28-3418, A.A.C. R17-5-301, and R17-5-311