



PRINCETON RESCUE SQUAD EDUCATION DEPARTMENT

701 Stafford Drive Princeton, WV 24740

POLICY: Recruitment—Programmatic and Institutional Advertising

Effective Date: August 1, 2019

TITLE: Advertising Campaign Compliance

RATIONALE: To ensure that informational and promotional materials make only justifiable and provable claims in compliance with ACCET Document 30.

POLICY/PROCEDURE:

The CEO, COO, and Operations Administrator will work collectively with the Education Director to coordinate and monitor advertising campaigns that provide only justifiable and provable claims in compliance with federal regulations.

All promotional materials will be evaluated by the Education Director prior to use to ensure compliance with ACCET Document 30.

RESPONSIBLE PERSONNEL:

CEO, COO, Operations Administrator, Education Director