



Port of Camas-Washougal Reader Board Advertising & Communications Policy

Since 2002, the port has allowed a limited number of organizations to use the LED Reader Board at the entry to port property near the marina for the purpose of advertising community events and to promote a variety of local businesses. Fees for such usage are per the port's Fee Schedule.

Prior to 2009, the Reader Board was used by a mixture of organizations, including, festivals, health fairs, musical theatre groups, school graduation parties, high-school bands, Pop Warner football, boating classes, Alzheimer's fundraisers, school club spaghetti dinners, Bluegrass festivals to name just a few. There have also been a few business advertisers such as Washougal Powersports.

The policy was most recently updated in 2009 to limit the use to only port and school-related activities. In 2010, legal staff reviewed the policy for possible expanded use, consistent with appropriate legal standards.

This document amends the 2009 Reader Board Communications Policy.

PRIORITY USE FOR PORT OF CAMAS-WASHOUGAL READER BOARD

- Primary uses will be for outgoing Port communications
- Secondary use will be for promotion of local education or education-related activities and events
- Non-Profit/Charitable Organizations and Clubs have next priority; conditioned upon the message being linked to an economic development, tourism or maritime /aviation promotional activity or use.

USER RULES/REGULATIONS

All requests must be submitted in written form to the office of the Port Director or to his/her designee. All users must fill out the form attached and phrase their own message in a concise manner. The Port Director or his designee will review and approve the message, consistent with policy guidelines.

All approved non-Port Reader Board messages will run no longer than two consecutive weeks.

The Reader Board will be reserved on a first-come, first-served basis, ranked within the designated priority uses listed above.

The Reader Board shall not display or advertise any obscene, indiscreet or immoral matter, or be in any way designed to confuse or interfere with traffic, nor contain such words as "Stop" — "Look" — "Drive-In" — "Danger" — or any such other word, phrase, symbol, or character in any manner as to interfere with, mislead, or confuse traffic.

The message shall be of general public interest and shall not contain any electioneering, campaign or political material. The Reader Board will not be available for private parties or other private use or individuals/groups that operate on a for-profit basis, or non-profits that do not relate to an economic development, tourism or maritime /aviation promotional activity or use.

This policy may be altered or amended by the Port Director at any time to facilitate the mission of the Port of Camas Washougal. The port reserves the right to limit or restrict usage by any organization, business or individual at any time.