

Scenic Watch



Covering
News From
Nov
2019

Consumer Reports:

"Digital billboards are tracking you. And they really, really want you to see their ads."

On social media, your TV, etc.



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Fun Festivals and Events

Central

Thr Dec 30
Christmas in the Wild at
Tampa's Lowry Park Zoo,
Tampa
Dec 6

spacing:0;maxheight:0px;max-width:0px;opacity:0;overflow:hidden">Photo:
Consumer Reports

"How the most intrusive parts of the web are expanding into the real world, complete with data collection and targeted ads.

On a bright Friday morning, Frank O'Brien is giving me a tour through Times Square in New York City. Thousands of strangers are milling around us on the sidewalk, and in the crowd, it's easy to feel anonymous. But according to O'Brien, many of the billboards and screens towering over our heads in every direction know a lot about who we are.

'As we stand here, there are devices behind that screen that are picking ID numbers from our cell phones,' O'Brien tells me, gesturing toward a billboard at 42nd Street and 7th Avenue. Using those devices and other technology, he says, 'We know who is in Times Square at a given moment.'

O'Brien, the CEO of a high-tech advertising platform called Five Tier, launches an app on his phone. He taps a few buttons and in an instant, the billboard changes to display a picture of me I'd sent him the day before. Suddenly, I'm famous, with a 20-foot-high photo of me gazing out over the tourists. 'It still amazes me sometimes,' he says...

Data including your gender, age, race, income, interests, and purchasing habits can be used by a company such as Five Tier to trigger an advertisement right away. Or, more often, it will be used for planning where and when to show ads in the future—maybe parents of school-age children tend to pass a particular screen at 3 p.m. on weekdays, while 20-something singles usually congregate nearby on Saturday nights.

Then the tracking continues. Once your phone is detected near a screen showing a particular ad, an advertising company may follow up by showing you related ads in your social media feed, and in

Christmas in the Park,
Winter Park
Dec 7-9
Wine and Chocolate
Festival, Clermont
Dec 7-16
The Nutcracker, Orlando
Dec 8
Parade of Lights, Sanford
Dec 8
66th Annual Ye Olde
Hometown Christmas
Parade, Winter Park
Dec 8
Christmas Parade, Sanford
Dec 8
Hillsborough River Half
and Quarter Marathon,
Hillsborough River State
Park
Dec 8-9
Lido Beach Holiday of the
Arts, Lido Beach
Dec 14-15
Candlelight Tours of Fort
Foster, Thonotosassa
Dec 15
Cruisin' Downtown DeLand
Classic Car Show, DeLand
Dec 15-16
Holiday of the Arts, St
Petersburg
Dec 16
Carillon and Chorale
Holiday Concert, Lake
Wales
Dec 22-23
Next Generation Ballet's
Nutcracker, Tampa

South

Thr Dec
Christmas Light Canal
Tours, Punta Gorda
Thr Dec
Festival of Lights at
Fishermen's Village, Punta
Gorda
Dec 5-9
Red Dot Fair, Miami
Dec 6-8
Holiday Pops Concerts,
Fort Myers
Dec 6-9

some cases these ads may be timed to coordinate with the commercials you see on your smart TV at night.

It doesn't stop there. Advertisers are keenly interested in 'attribution,' judging how well a marketing campaign influences consumer behavior. For instance, is it better to target people like you with online ads for fast food right after you see a restaurant's new TV commercial, or to wait until after you drive by a new billboard the next day? The advertising industry looks for the answers by watching where you go in person, what you do online, and what you buy with your credit card.



Charts: Example shown in Consumer reports

These aren't futuristic scenarios. They are a recent but growing trend, according to executives in the advertising business. 'The industry has really started to wake up to this within the last year,' says Ian Dallimore, the director of digital growth for Lamar Advertising, a leader in out-of-home advertising. 'If you're not using data to better plan and buy ads, then you're probably not doing out-of-home the right way.'

Researchers say that as tracking and ad targeting spill over from the web into the real world, our collective privacy and sense of control are eroding. If you don't want to see ads at home, you can close your browser or turn off your phone, but you can't

Art Basel Miami Beach,
Miami Beach
Dec 7-8
Luminary Festival, Sanibel
and Captiva
Dec 8
Holiday Boat Parade, Key
Largo
Dec 12-16
Spectacular Christmas
Revue, Cape Coral
Dec 14
Boynton and Delray Beach
Holiday Boat Parade,
Boynton Beach
Dec 15
The Seminole Hard Rock
Winterfest Boat Parade,
Fort Lauderdale
Dec 20
Morada Way ArtWalk,
Islamorada
Dec 28-29
Key West Home Tours,
Key West
Dec 29-30
Coconut Point New Year's
Weekend Art Festival,
Estero

North

Thr Dec 23
Festival of Lights, White
Springs
Thr Jan 31
Nights of Lights Festival
and Celebration, St
Augustine
Dec
1, 8, 15
Santa's Storybook Tea
Party, Amelia Island
Dec 2
Annual Garden Club
Christmas Tour of Homes,
St Augustine
Dec 7
First Friday Art Walk, St
Augustine
Dec 7
Holiday Pops! Concert,
Niceville
Dec 8
Artrageous Artwalk,

avoid the ads you see in public. And there's no practical way to completely block the location tracking used to place those ads...



Photo: Consumer Reports

Lawmakers and regulatory agencies such as the Federal Trade Commission are paying more attention to data privacy, but it's not clear how the measures being put in place will affect the way individuals are tracked through their phones, and how the data is used by data brokers and their clients. Several out-of-home advertising companies I spoke with said they already comply with GDPR, Europe's sweeping privacy regulation that was implemented in 2018. The companies also say they are prepared for the most stringent privacy legislation in the U.S., the California Consumer Privacy Act, which is supported by Consumer Reports and goes into effect in January 2020.

Five Tier's Frank O'Brien says that, just like every other industry, the out-of-home advertising business should be regulated. But for now, if you're not comfortable with how out-of-home advertising uses your information, you don't have much recourse. 'I don't think there's anything you can do about it,' he says. "

-- Thomas Germain, Consumer Reports

[Read entire article](#)

Fernandina Beach
Dec 10
Holiday Traditions
A Musical Celebration,
Gainesville
Dec 10
Destin Magic Dinner
Theater, Destin
Dec 14
Holiday Magic,
Tallahassee
Dec 15
Winter Wonder Ride,
Pensacola
Dec 31
10th Annual New Year's
Eve Beach Ball Drop,
Panama City Beach

[For many more events and details please visit the Orlando Times Travel Calendar here](#)



"St Pete hosts world's largest Christmas light maze and market



Photo: Enchant Christmas

"Enchant Christmas, the world's largest Christmas light maze and market featuring larger-than-life light sculptures is taking over Tropicana Field from Nov. 22 to Dec. 29.

Visitors will glide along the light-adorned ice skating trail, mosey through a Christmas market of more than 40 local artisan vendors, listen as carolers sing favorite holiday tunes, enjoy food and drinks, and visit with Santa at Santa's Landing. "



>Photo: Enchant Christmas

-- D'Ann Lawrence White, Patch Staff

[Read entire article](#)

Scenic Jacksonville: Sense of Place Exhibit at Museum of Science and History



>Photo: Scenic Jacksonville

"Scenic Jacksonville is proud to sponsor the 'Sense of Place' portion of the Timucuan Parks Foundation exhibit at the Museum of Science and History, Jacksonville. The exhibition, titled 'Timucuan Parks Foundation: Celebrate and Explore Our Wilderness Parks,' celebrates the foundation's 20th anniversary and runs through May 31, 2020. "

-- Scenic Jacksonville

[Read entire article](#)

"Ormond Beach to plant over 100 palm trees in Granada Boulevard medians. Lethal Bronzing Disease has infected and killed palm trees in 31 Florida counties. City staff said that likely won't happen

here."



>Photo: Brian Bahder, UF/IFAS

"For over a decade, palm trees in Florida have been facing a plague with no cure...Lethal Bronzing Disease (LBD).

City Landscape Architect Cara Culliver said there have been no cases of the disease in Volusia County. The palms that were chosen for the project are Phoenix dactylifera 'Medjool' palms, which she said are less susceptible....

Don Spence, an associate professor of Biology at Bethune-Cookman University with a doctorate in plant pathology, likened the spread of LBD to malaria – just like mosquitos spread the disease in humans, insects spread LBD to different trees.

Plants infected with LBD don't live long-term, Spence said. And while the disease has yet to be documented in Volusia, it doesn't mean it never will be. Medjool palms, he said, are susceptible to the disease because they share the same Phoenix genus.

'It's just outside of our borders and it likely will be here in the near future,' Spence said... Native vs. non-native

The planting of Medjool palm trees poses another question: Why not opt to plant native species?

The Medjool is native to the Atlantic Coast of Morocco, according to the GroundWorks website. Crape Myrtles originated in Asia.

Culliver said requirements from the Florida Department of Transportation play a big role in plant selection. All proposed trees and palms must have 8-foot trunk at installation to create for motor vehicle visibility. That limits what can be planted.

Cities are also bound to follow the FDOT Bold Landscape Standards, meaning they have to plant large mature palms or trees to create a bigger visual impact. The Medjool palms and Crape Myrtles abide by these requirements.

However, Culliver said that some native plants are used in medians across the state, including Coontie, Dwarf Yaupon, Holly, Muhly grass and sand cordgrass.

Spence said that while there are many native plants the city can use, the problem derives from maintaining grass in the medians. That can adversely impact the planted trees..."

-- Jarleene Almenas, Ormond Beach Observer

[Read entire article](#)

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