



**The Florida Department of Transportation (FDOT)
Closed Circuit Television (CCTV) Attribution Guide
Attachment A**

This guide is an attachment to the STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION CLOSED CIRCUIT TELEVISION (CCTV) AGREEMENT (hereafter, CCTV Agreement) detailing proper use of the traffic resources provided to statewide media outlets and third-party traffic information providers.



Overview

For many years, the Florida Department of Transportation (FDOT) has worked in partnership with Florida media outlets, providing real-time resources to assist in the reporting of traffic conditions. FDOT continues to receive inquiries from the media regarding proper attribution of FDOT as the provider of this information. The Radio Television Digital News Association (RTNDA) Code of Ethics states professional electronic journalists should “clearly disclose the origin of information and label all material provided by outsiders.” This document, THE STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION CLOSED CIRCUIT TELEVISION (CCTV) ATTRIBUTION GUIDE (hereafter, Attribution Guide) provides guidelines for acknowledging FDOT as the source of the CCTV images. This guide also standardizes processes so they are consistent, predictable and repeatable across the state.

Definition of Terms

Agreement Holders: All parties that signed the STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION CLOSED CIRCUIT TELEVISION (CCTV) AGREEMENT (CCTV Agreement).

Attribution: Giving proper credit to FDOT and/or Florida 511 for use of resources including CCTV images.

Attribution Banner or Attribution Bug: Marks provided and approved by FDOT, that are super-imposed upon CCTV images, to provide proper attribution during broadcasts.

Broadcast: The redistribution of FDOT CCTV images to a public audience.

Distribution (of CCTV Images): Electronic delivery of CCTV images from FDOT to Agreement Holders.

Embedded Attribution: The placement of an attribution banner or bug on CCTV images, by an originating source, to give proper credit to FDOT and/or Florida 511.

Redistribution (of CCTV Images): Electronic delivery of CCTV images from Agreement Holders to their customers or viewers.

Broadcast CCTV Use and Attribution

The CCTV Agreement requires those displaying CCTV video to provide appropriate acknowledgement of FDOT as the source of the CCTV images (Section 9) through embedded attribution.

Proper Use When 511 Attribution is Provided by FDOT (Embedded Attribution)

FDOT provides some CCTV camera feeds with embedded FDOT 511 attribution, as shown in Figure A. Those using CCTV images cannot alter the images. According to the CCTV Agreement, “It is a violation of this agreement and cause for termination to remove, scrub, obscure, degrade, cover, pixilate or otherwise render unrecognizable any portion of the attribution banner and the images contained therein; or to remove, scrub or otherwise fail to communicate this attribution along with the data.” (Section 9)

Figure A: Sample Camera with Embedded Attribution



Proper Credit When Attribution is not Provided by FDOT

Many CCTV camera feeds do not have embedded attribution, as shown in Figure B. This section provides instruction for FDOT CCTV image users to acknowledge FDOT as the video source. Again, per the CCTV Agreement, CCTV image users are required to provide attribution (Section 9).

Figure B: Live Camera Feed without FDOT 511 Attribution Banner



In this situation, the FDOT CCTV images should be redistributed, whether to third-parties or for public broadcast, with an approved FDOT 511 attribution banner super-imposed on the image, to resemble Figure A on the previous page. FDOT will provide approved attribution banners and bugs to meet resolution requirements and redistribution needs. Samples of possible banners and bugs are shown in Figure C.

Figure C: Florida 511 Attribution Provided by FDOT to Agreement Holders.



All FDOT CCTV camera images are to be redistributed featuring the FDOT 511 attribution as demonstrated in Figure D.

Figure D: Sample Camera Feeds with FDOT 511 Attribution Banner



Figure E: Sample Camera Feeds with FDOT 511 Attribution Banner and On-Air Reporter



Again, this Attribution Guide is intended to provide assistance to FDOT's media partners. The goal is to remove confusion about attribution and provide consistency throughout the State of Florida. Any further questions or comments are welcomed as FDOT intends to continually work with media partners and their concerns.

Questions and comments may be directed to:

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