SMOKEY BEAR
AND THE COOPERATIVE FOREST FIRE PREVENTION COMMITTEE
HOW SMOKEY CAME TO BE

Smokey Bear's story begins in World War II. On December 7, 1941, Japanese planes attacked Pearl Harbor, and the following spring, fired shells that exploded on an oil field very close to the Los Padres National Forest.

With most of the nation's able-bodied men deployed in the war, fear grew among Americans that more attacks would ignite disastrous wildfires that couldn't be extinguished.
In 1942, the USDA Forest Service created the Cooperative Forest Fire Prevention (CFFP) program with two partners: the War Advertising Council (now the Ad Council) and the National Association of State Foresters (NASF for short). Ten years later, CFFP was authorized by the Smokey Bear Act of 1952.

Smokey's three parents manage and promote his image and message of wildfire prevention with the Smokey Bear campaign, now the longest running public service announcement campaign in U.S. history.
The CFFP Committee is staffed by:

Maureen Brooks  
USDA Forest Service  
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Whitney Forman-Cook  
National Association of State Foresters  
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Zach Williams  
Ad Council  
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And has three state forester members, one from each NASF region:

Tom Boggus  
Texas State Forester  
tboggus@tfs.tamu.edu

Patty Cormier  
Maine State Forester  
patty.cormier@maine.gov

George Geissler  
Washington State Forester  
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In representing the interests of the nation's 59 state and territorial foresters, NASF influences national policy and leads efforts to optimize the many benefits of trees and forests.

Learn more at WWW.STATEFORERESTERS.ORG
First created in 1941 to support the war effort, the Ad Council is a non-profit organization with a mission to “identify a select number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society.”

Learn more at WWW.ADCOUNCIL.ORG or WWW.SMOKEYBEAR.COM
The USDA Forest Service manages 193 million acres of national forests and grasslands, provides technical and financial assistance to state and private forestry agencies, and oversees the largest forestry research organization in the world.

The Forest Service funds the work of CFFP through agreements with the Ad Council and NASF. It also manages the Smokey Bear Licensing program and allocates the program’s royalties to wildfire prevention efforts, like the Smokey Bear campaign.

Learn more at WWW.FS.USDA.GOV
CFFP: WHAT WE DO

PSA Campaigns
In collaboration with the USDA Forest Service and NASF, the Ad Council leads the creation, launch, and maintenance of Smokey Bear PSAs and related campaign collateral, including radio spots, TV ads, and billboards.

Educational Materials and Programs*
State foresters offer Smokey Bear giveaway items and gifts in their store for at-cost or close-to-it prices:
WWW.STATEFORESTERS.ORG/STORE. The Forest Service also has an online store with Smokey Bear products:
WWW.SYMBOLS.GOV

Free educational resources created by the CFFP are available at:
WWW.SMOKEYBEAR.COM and
WWW.STATEFORESTERS.ORG/SMOKEY-BEAR

*** USFS Cache and NASF Store Smokey Bear products CANNOT be resold legally.***
NEW SMOKEY BEAR PRODUCTS

"Only you can prevent wildfires."

#OneLessSpark means one less wildfire.
Commercial Licensing

The USDA Forest Service is charged with running the Smokey Bear licensing program. This work includes reviewing and approving licensee-proposed products, tracking and collecting product royalties, and monitoring unauthorized use of Smokey's image.

Any commercial use of Smokey's image (i.e. products sold, money raised, etc.) that is not licensed through the USDA Forest Service is an illegal use.

All royalty and licensing payments go to a fund that the USDA Forest Service uses to pay for wildfire prevention campaign elements (like the 75th Birthday appearance in the Macy's Thanksgiving Day Parade) that aren't covered by annual appropriations from Congress.

Use of Smokey's Image

Smokey Bear or his likeness cannot be used to endorse a commercial product, service, political position, or any message other than his wildfire prevention message. Smokey's image can be licensed for products that are in keeping with his wildfire prevention campaign.

NOTE: NASF is a member of the CFFP, but individual state forestry agencies are not. For this reason, state forestry agencies must apply for one-time use agreements and/or licenses to produce Smokey products and/or other educational materials that are sold or used to raise money.
Websites and Social Media

Each year, the CFFP creates a "toolkit" housed at WWW.SMOKEYBEAR.COM with Smokey Bear birthday party supplies. Smokey history, messaging, and art are also available there and on NASF's and Forest Service's websites.

You can also follow Smokey for live updates (all three accounts are managed by Ad Council):

Twitter: @smokey_bear
Facebook: @smokeybear
Instagram: @smokeybear

Smokey Bear Awards

In the world of wildfire prevention, there is no greater honor than to receive a Smokey Bear Award. To be eligible for a Smokey Bear Award—Gold, Silver, or Bronze—a nominee must have made (1) outstanding contributions toward reducing human-caused wildfires (2) over the course of at least two years.

NASF and the Forest Service tag team the Awards program.
Appearances and Presentations
Individual state forestry agencies manage and conduct Smokey Bear appearances and/or wildfire prevention presentations. Contact info for each agency is available at: WWW.STATEFORESTERS.ORG

USDA Forest Service Fire Prevention Coordinators also provide Smokey appearances. Find their contact info at: WWW.SMOKEYBEAR.COM/EN/AWARDS/CONTACT-INFO

COSTUME GUIDELINES
Uniform standards have been identified for all aspects of Smokey Bear’s image, from drawings to the manufacture of the costume to public appearances.

Official Smokey Bear costumes must be ordered from and/or refurbished by Forest Service-authorized manufacturers. Authorized costume manufacturers can only sell to federal agencies, state forestry agencies, and organizations authorized by the Forest Service or State Foresters.
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The difference between the three award levels is the scope of the prevention work: Gold = National, Silver = Multi-state, and Bronze = Statewide.
To be considered for a Smokey Bear Award...
Nomination packages must include a (1) completed nomination form that describes the outstanding wildfire prevention service/project(s) performed in detail and (2) all necessary supporting documentation (e.g., photos, news articles, project materials, and letters of support).

**STEP 1:** In the nomination form, clearly articulate...

— The nominated service/project(s)' objectives, methods, and long-term outcomes (including how many human-caused ignitions prevented).

— If wildfire prevention is a part of the nominee’s job description, how the nominee went above and beyond normal job responsibilities.

— Whether (1) the nominated service/project(s) has received local, regional, or national media coverage and/or award(s) and (2) garnered external support (funding, volunteer, etc.).
STEP 2: Upload supporting documentation...

All nominations should provide as many photos, articles, samples, and support letters as possible to illustrate the nominated work's effect on reducing human-caused wildfire starts. Additionally:

— All Silver and Gold nominations must have at least one letter of support for each state and/or region the nominee's service/project(s) affected.

— All nominations of federal or state agency employees should show endorsement by their agency fire prevention coordinator or state forester.
STEP 3: Double check your nomination package...

Nominations are most often disqualified because...

— The focus of the nominee's work is wildfire mitigation, not wildfire prevention.

— The nominee's service/project(s) were conducted for a time period lasting less than two years.

— The nomination is intended to recognize the nominee's retirement or departure.

— The nominee's job is to conduct wildfire prevention work and the service/project(s) described in the nomination do not qualify as above-and-beyond the nominee's normal duties.

— The nomination package is missing supporting documentation and/or details necessary to understanding the scope and scale of the nominee's contributions.
THANK YOU

FOR YOUR TIME AND ATTENTION