



# 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.





# SMOKEY'S THREE PARENTS

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:

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# NASF: The Voice of State Foresters



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.STATEFORESTERS.ORG](http://WWW.STATEFORESTERS.ORG)**







# Ad Council



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](http://WWW.ADCOUNCIL.ORG)  
or [WWW.SMOKEYBEAR.COM](http://WWW.SMOKEYBEAR.COM)**







# USDA Forest Service

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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](http://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](http://WWW.STATEFORESTERS.ORG/STORE)**. The Forest Service also has an online store with Smokey Bear products:

**[WWW.SYMBOLS.GOV](http://WWW.SYMBOLS.GOV)**

Free educational resources created by the CFFP are available at:

**[WWW.SMOKEYBEAR.COM](http://WWW.SMOKEYBEAR.COM)** and

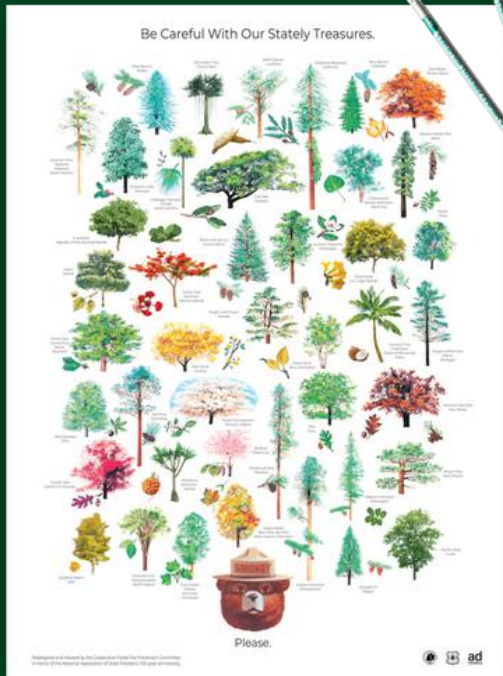
**[WWW.STATEFORESTERS.ORG/SMOKEY-BEAR](http://WWW.STATEFORESTERS.ORG/SMOKEY-BEAR)**

\*\*\* USFS Cache and NASF Store Smokey Bear products  
CANNOT be resold legally.\*\*\*





# NEW SMOKEY BEAR PRODUCTS





# 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](http://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](http://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.





# Guidelines for Appearances

The Smokey Bear costume is to be used at events where a wildfire prevention message is appropriate and actively conveyed.

**Examples of appropriate events** include parades, appearances at schools, fairs, youth-group meetings, conservation activities, television appearances, sporting events, civic and community events, trade and trademark shows, and similar functions.

**Examples of inappropriate events** include Christmas and Halloween parties and other situations that might compromise Smokey Bear's integrity or give the appearance of impropriety.

**At least one uniformed escort should always be with the Smokey Bear costume.** The escort shall guide Smokey at the elbow and must be knowledgeable about Smokey Bear and wildfire prevention.

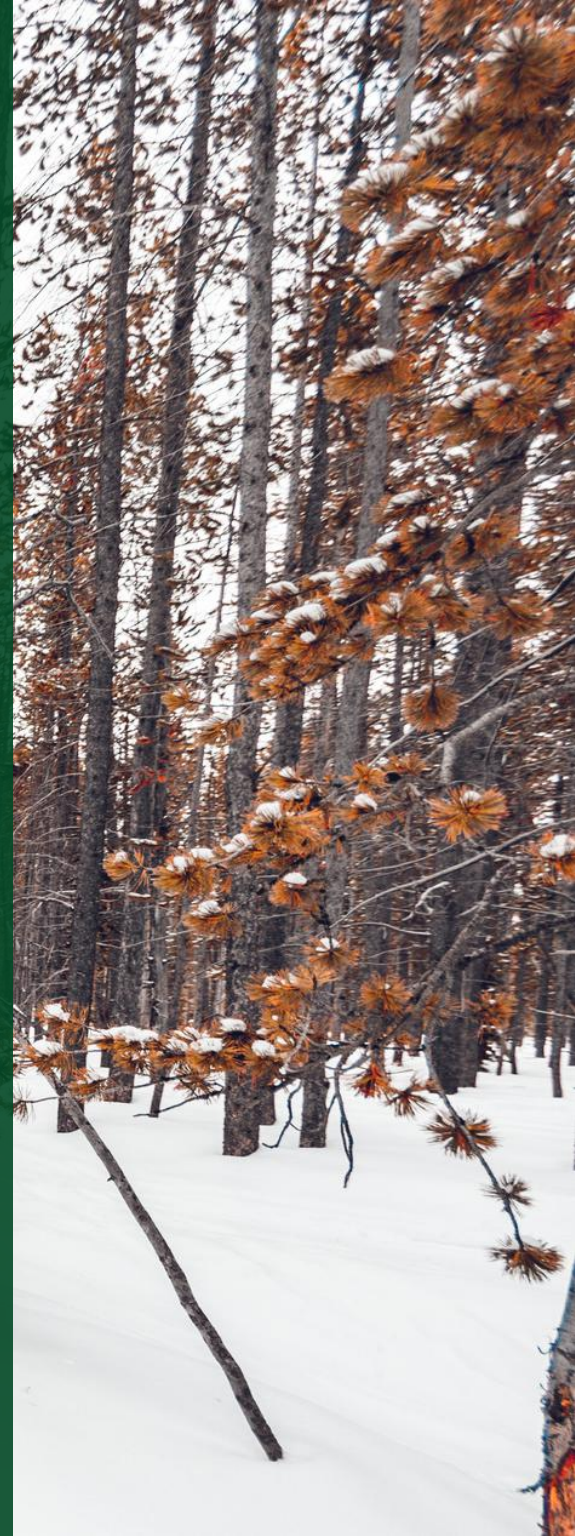
There needs to be an opportunity with all appearances to share a wildfire prevention message.





## Individuals who wear the costume must agree to:

1. Use the costume only to further public information, education, and awareness of the prevention of human-caused wildfires.
2. Do NOT speak during costumed appearances unless equipped with the currently licensed Smokey Bear voice modulator system. The accompanying uniformed agency representative should provide the conversation and explanation.
3. Exhibit appropriate animation to be effective. Express sincerity and interest while appearing in the costume by moving paws, head, and legs.
4. Appear dignified and friendly and NEVER act aggressively. Avoid clowning, horseplay, inappropriate dancing, and gestures.
5. Only reciprocate contact. Let the visitor initiate a hug, paw-shake, or other greeting. Spread his arms or extend a paw to let them know it's OK to be approached.
6. Never be photographed in less than full costume (including without the head or when getting into and out of the costume).





7. Never appear in less than full costume. Remain anonymous at every appearance and in any publicity connected with an appearance.

8. Keep costume out-of-sight before and after use. A clean, private dressing room is necessary for putting on and taking off the costume.

9. Do not use alcohol or illicit drugs prior to and during the Smokey Bear appearance. This condition applies to uniformed escorts as well.

10. Use only costumes that are clean, complete, and in good condition. After donning the costume, the escort shall inspect the suit. Check for the following:

- Is the drawstring tucked in?
- Are the feet fitting correctly and trouser bottoms laying correctly over feet?
- Is the zipper out of sight? Are the buttons fastened?
- Is the belt firmly fastened to the pants? Are the pant cuffs neat?
- Is the hat crown up?
- Is the head straight on the shoulders? Is the fur brushed generously?







# 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.

The difference between the three award levels is the scope of the prevention work: Gold = National, Silver = Multi-state, and Bronze = Statewide.



The background of the slide is a photograph of a dense green forest. In the foreground, a large, cut log lies horizontally, its circular end faces visible. The log is positioned in front of the forest, creating a sense of depth. The overall color palette is dominated by various shades of green from the trees and a brownish-orange from the log.

## 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.



A photograph of a forest with tall, thin trees and green foliage, serving as the background for the slide.

# 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

