

# Smokey Bear Guidelines

## August 2022

*First distribution - 2004*



This document was created by the Cooperative Forest Fire Prevention Program committee: The USDA Forest Service, the Ad Council, and the National Association of State Foresters. This document was originally distributed in 2004 and is updated periodically.

The official Forest Service program policy and guidelines can be found in Forest Service Manual 3100, Chapter 3110, Cooperative Forest Fire Prevention (CFFP) and Forest Service Manual 5100, Chapter 5110, Wildfire Prevention and Mitigation, and Forest Service Handbook 5109.18, Chapter 20, Smokey Bear.

## **INTRODUCTION**

The Cooperative Forest Fire Prevention (CFFP) Program, commonly known as the Smokey Bear Program, was created to maintain public awareness of the need to prevent human-caused wildfires. It is managed by the USDA Forest Service in cooperation with the Advertising Council, Inc. (Ad Council) and the National Association of State Foresters (NASF).

## **OBJECTIVES**

The Smokey Bear Guidelines will inform and educate personnel about all aspects of the CFFP Program. It will also introduce them to tools and techniques for accomplishing prevention activities, and administrative requirements of the Program.

## **CONTENTS of the GUIDE**

The contents of this guide include:

- Campaign History
- CFFP Program Objectives
- Program Components
- Public Service Advertising
- Educational Materials
- Educational Activities
- Commercial Licensing
- Image and Appearance
- Awards and Recognition

## **CAMPAIGN HISTORY**

The guardian of our forest has been a part of the American scene for so many years, it is hard for most of us to remember when Smokey Bear first appeared. Dressed in a ranger's hat, belted blue jeans, and carrying a shovel, he has been the recognized wildfire prevention symbol since 1944.

Today, Smokey Bear is a highly recognized advertising symbol and is protected by Federal law (PL 82-359, as amended by PL 93-318). He even has his own private zip code 20252.

To understand how Smokey Bear became associated with wildfire prevention, we must go back to World War II. On December 7, 1941, Japanese planes attacked Pearl Harbor. The following spring, in 1942, a Japanese submarine surfaced near the coast of Southern California and fired a salvo of shells that exploded on an oil field near Santa Barbara, very close to the

Los Padres National Forest.

Americans throughout the country were shocked by the news the war had now been brought directly to the American mainland. There was also fear that enemy incendiary shells exploding in the timber stands along the Pacific Coast could easily set off numerous raging forest fires in addition to those already being caused by people. Protection of these forests from uncontrolled fire became a matter of national importance, and a new idea was born. If people could be urged to be more careful, perhaps some of the fires could be prevented.

Forest fires caused by people were nothing new. For many years, the nation had known that forest fires presented a serious threat. As early as 1902, there was a standard 'General Land Office,' forest fire warning poster that gave some guidelines for keeping fires under control. In 1939, a poster showing a forest ranger who looked like Uncle Sam pointing to a raging forest fire stated, "Your Forest-Your Fault-Your Loss."

Statistics showed that nine out of ten of the fires were person-caused and, thus, preventable. With this in mind, in 1942 the Forest Service organized the Cooperative Forest Fire Prevention Program with the help of the Wartime Advertising Council. The Wartime Advertising Council was composed of people experienced in the business of advertising who donated their talent to the

U.S. Government to get important messages to the people.

Posters and slogans were created through the Wartime Advertising Council, including "Forest Fires Aid the Enemy," and "Our Carelessness, Their Secret Weapon." By using catchy phrases, colorful posters, and other fire prevention messages, the CFFP Program encouraged people to prevent accidental fires and help with the War.

Walt Disney's motion picture "Bambi" was produced in 1944, and Disney authorized the CFFP Program to use his creation on a poster. The Bambi poster was a success and proved that using an animal as a fire prevention symbol would work. Bambi could not be used in subsequent campaigns, because it was on loan from Walt Disney studios for only one year. The Forest Service needed to find an animal that would belong exclusively to the Cooperative Forest Fire Prevention Program. It was finally decided that the Nation's fire prevention symbol should be a bear.

On August 9, 1944, the new fire prevention symbol was agreed upon by the Forest Service and the Wartime Advertising Council. Artist Albert Staehle was asked to paint the first poster of Smokey Bear. It showed a bear pouring a bucket of water on a campfire. Smokey Bear soon became very popular, and his image began appearing on fire prevention materials.

"Only YOU Can Prevent Forest Fires" was first used as a slogan in 1947. Jackson Weaver, a noted radio personality of Washington, D.C. provided the original "voice" of Smokey Bear.

One spring day in 1950 in the Capitan Mountains of New Mexico, an observer in one of the fire

towers spotted smoke and called the location into the nearest Ranger Station. The first crew to arrive discovered a major fire being swept along by strong winds. Word spread rapidly and more crews were called to help. Forest rangers, Army soldiers, New Mexico State Game and Fish Department employees and civilian volunteers worked together to control the raging wildfire. During one of the lulls in the firefighting, there was a report of a lonely cub seen wandering near the fire line.

The little cub had been caught in the path of the wildfire. He had taken refuge in a tree that was now nothing but a charred, smoking snag. His climb had saved his life but left his paws and hind legs badly burned. The firefighters removed the little bear cub from the burned tree, and a rancher, who had been helping the firefighters, agreed to take the cub home. The cub needed veterinary aid and was flown to Santa Fe, NM where the burns were treated and bandaged.

The news about the little bear spread swiftly throughout New Mexico. Soon the United Press and Associated Press picked up the story and broadcast it nationwide. Many people inquired about the little bear's progress. The State Game Warden wrote an official letter to the Chief of the Forest Service, offering to present the cub to the agency with the understanding that the small bear would be dedicated to a publicity program for fire prevention and wildlife conservation.

The go-ahead was given to send the bear cub to Washington, D.C. Once there, he found a home at the National Zoo and became the living symbol of Smokey Bear. Smokey died in 1976 and was returned to Capitan, New Mexico, where he is buried in the State Historical Park.

In November 1951, the first Smokey Bear costume was fabricated by Wass of Philadelphia for the Virginia Division of Forestry. Its success prompted the US Exhibit Service to make additional costumes. Today Smokey Bear costumes are only made by approved licensees. They may only sell, or offer to sell, Smokey Bear costumes to USDA Forest Service, state forestry agencies, tribal nations and other governmental organizations that are pre-approved in writing by the US Forest Service or a state forester. The licensee is prohibited from selling costumes to retailers, consumers, and the general public, or to other USFS licensees without advanced written authorization by the Director.

By 1952, the Smokey Bear symbol was sufficiently established to attract commercial interest. Public Law 82-359 was enacted to take Smokey Bear out of public domain and place him under the control of the Secretary of Agriculture. An amendment to that Act, PL 93-318, passed in 1974, enabled commercial licensing and directed that the fees and royalties be used to promote forest fire prevention. Thousands of items have been licensed under this authority over the years.

The Junior Forest Ranger program was also started in 1952. This activity encouraged children throughout the nation to write to Smokey Bear expressing their interest in fire prevention. In reply they would receive a Junior Forest Ranger Kit and other fire prevention materials. By

1965, the volume of mail for this activity was so high that Smokey Bear received his own Zip Code, 20252. The program has been recently redesigned to keep pace with state-of-the-art educational techniques.

The CFFP Program rode through the 1970s and into the 1980s with lessened momentum. Smokey Bear's early years had been easy, because it was a simpler time when his familiar message was one of the few being pushed. However, intense competition, global markets and rapid technological changes emerged, and Smokey Bear found it difficult to compete for a share of the public's attention.

In 1984, Smokey Bear's 40th Birthday was celebrated, and the first day issue of his postage stamp took place in Capitan, New Mexico. In 1987, Smokey Sports was launched as a new component of the CFFP Program. "National Smokey Bear Day" was conducted with all major league baseball teams in the United States and Canada. The decade of the 1990s opened the door for Smokey Bear's revitalization and revival by celebrating his 50<sup>th</sup> birthday with a nationwide celebration engaging in high visibility activities and events.

Smokey Bear's message of "Only You Can Prevent Forest Fires" was changed to "Only You Can Prevent Wildfires" in 2001. The term wildfire applies to any unwanted outdoor fire. The new tagline was created by The Advertising Council, along with the US Forest Service and the National Association of State Foresters (NASF), in response to the recent and rampant outbreak of wildfires, wildfires happening in grasslands and other areas than forests, to differentiate between human- caused wildfires and beneficial prescribed fires and in an effort to make Smokey Bear's message of forest conservation more contemporary.

In 2004, Smokey Bear celebrated his 60<sup>th</sup> Birthday with a special logo incorporating the line "60 Years of Vigilance." At a high-profile ceremony in Universal City, CA, Smokey Bear blew out his candles while children of wildland fire fighters sang *Happy Birthday* to him. At the celebration Smokey Bear was presented with a giant Hallmark© Birthday card, a birthday cake and a personalized gift-wrapped shovel.

To renew the important message of wildfire prevention to Americans, Smokey Bear enlisted the help of Bambi in 2004. Smokey Bear has an experienced partner in Bambi, who was actually the first face of the forest fire prevention message in 1942. Advertising agency Foote Cone and Belding (FCB), who has worked on the campaign since the beginning, featured Bambi on posters to remind us to be careful with our forests. TV Public Service Announcements (PSAs) featuring Bambi were created and asked us all to "*Don't Let Our Forests Become Once Upon a Time.*"

Smokey Bear continued to reach new generations by entering the world of social media around 2008 with his own Facebook page, Twitter, Instagram and Flickr accounts, blog, and a mobile app version of his website, smokeybear.com. In 2012, American astronaut, Joseph Acaba raised awareness of the importance of wildfire prevention by choosing Smokey Bear as his crew mascot to the International Space Station.

Has all this effort to prevent human-caused wildfires had an effect? During the 1930s, the average annual number of wildfires was 167,277. During the 1950's, the average yearly number of wildfires was down to 125,948. During the 1990's the number was 106,306. This number does include lightning started wildfires, but the trend is definitely going down.

From 2001 through 2014, almost 63,000 wildfires occurred each year from human carelessness, and those fires burned an average of 2,560,000 acres each year. In 2016, data showed just under nine out of ten wildfires were still caused by humans nationally. Considering population growth in the United States and the increase of outdoor recreation users and people living next to and within the wildland urban interface (WUI), this is actually an improvement. We still have a lot of work to do. Children need to hear and learn about Smokey Bear and his wildfire prevention message, and adults need to be continually reminded of the need to prevent human-caused wildfires from equipment use, dragging chains, parking on dry grass, backyard debris burning, and of course, campfires.

August 9, 2019, marked the 75<sup>th</sup> birthday of the Smokey Bear wildfire prevention campaign. The year-long celebration of this milestone event began on January 1 with Smokey and his friends in the Tournament of Roses Parade and ended with his new parade balloon in the Macy's Thanksgiving Day Parade. In between, scores of events and activities were held across the country by the interagency partners. Between the partners, just under a million dollars was spent along with 28 million dollars of donated media for activities that also included a new exhibit at the Smithsonian National Zoo, a digital billboard in Times Square, a question category on Jeopardy! and a distance learning adventure: Smokey Bear LIVE! These events reached almost 1 billion people at a cost of less than one tenth of one cent per contact. Most significantly, the nation experienced a 15% decrease in the number of human-caused wildfires as compared to 2018.

As we look ahead, Smokey Bear's message of personal responsibility is more important than ever. Integrating wildfire prevention education, engineering, enforcement, and administration strategies into all aspects of fire and land management programs is important to success. Interagency collaboration and partnerships can expand and enhance wildfire prevention efforts. Just as wildland fire does not know boundaries, so too for wildfire prevention.

### **CFFP PROGRAM OBJECTIVE**

The objective of the Cooperative Forest Fire Prevention (CFFP) Program is to create and maintain a public awareness about wildfire prevention.

### **Policy**

The National CFFP Program provides a framework, which can be expanded upon by Regional, State, and local efforts. The State and local programs should identify specific problem areas and planned solutions. Using Smokey Bear as the vehicle for wildfire prevention messages and a variety of techniques stimulate active support and cooperation

with other public agencies, educators, businesses, industry, and people interested in working to prevent unwanted human- caused wildfires.

The official Forest Service program policy and guidelines can be found in Forest Service Manual 3100, Chapter 3110, Cooperative Forest Fire Prevention (CFFP) and Forest Service Manual 5100, Forest Service Handbook 5109.18, Chapter 20, Smokey Bear.

## **Responsibilities**

### **CFFP Committee**

The CFFP Committee consists of three State Foresters, The Advertising Council, and the USDA Forest Service. The Committee meets in person annually and has two official meetings via conference call. More in-person or conference call meetings may be scheduled as needed. The National Association of State Foresters (NASF) communications director, The Ad Council, and the US Forest Service are in constant communication about the elements and the development of the program usually weekly and often daily. The Committee sets the direction of the program, reviews the elements and creative work by the advertising agency, and selects the winners of the Smokey Bear awards.

### **Washington Office**

The CFFP Program is administered by the Director of Fire and Aviation Management (FAM) through the Branch Chief, Wildfire Prevention and Community Mitigation and the National Wildfire Prevention Program Manager. It is responsive to the wildfire prevention needs of the National Forest System, State forestry organizations, Tribal Nations, other federal agencies, fire service organizations and local and private groups.

### **Regions and Area**

Each Regional Forester and the Area Director assigns the primary responsibility for the CFFP Program to one Staff unit. A member of that Staff should be assigned as Regional/Area CFFP Coordinator. The Regional/Area Coordinators facilitate resolution of issues and concerns, implement programs of work, organize activities, and provide liaison between the Washington Office and local areas.

### **State Forestry Agencies**

State forestry agencies have wildfire prevention specialists whose primary responsibility is to support the CFFP program in that state.

## **PROGRAM COMPONENTS**

There are six major components to the CFFP Program:

**Public Service Advertising** using the media, educational and community involvement

activities, corporate partnerships, special prevention promotions and collateral materials.

**Social Media** using engaging content on existing and emerging mobile platforms such as apps.

**Educational Activities and Materials** including classroom programs, national cache materials, Junior Forest Ranger program, and the National Association of State Foresters materials.

**Commercial Licensing** including licensing for all product types; tracking of royalties for all products produced; image protection on official products and monitoring unauthorized use; distribution of library of images for licensed uses.

**Image and Appearance** including standards and quality control for Congressional trademark protection, presentation, artwork, and costume use.

**Awards and Recognition** using five official awards (Smokey Bear Awards, Certificates and Plaques) to represent different geographic levels of outstanding impact and achievement in wildfire prevention.

### **Public Service Advertising**

Public service advertising is an important component of the CFFP Program. It presents the wildfire prevention message to the public via the media and with campaign collateral materials. Public service advertising can also be accomplished through educational and community involvement activities, and with corporate/sports partnerships.

The Advertising Council, under the direction of the US Forest Service and the National Association of State Foresters, creates and produces national media CFFP public service advertising. Materials are designed for distribution to television, radio, print, out of home, and internet media outlets.

The Ad Council is able to work with national and local media outlets to acquire donated airtime and advertising space, generating an exponential return on the CFFP Program's annual investment. Local acquisition of airtime or print space should be coordinated with the respective regional and/or national coordinator, who in turn coordinates with the Ad Council.

Since the inception of the CFFP Program, the advertising agency of FCB (previously known as Draft FCB, and founded as Foote, Cone and Belding), has contributed resources and talents to create program materials. FCB is a professional advertising firm that donates its time and talent to the creative products used in the Smokey Campaign. However, talent fees and royalties may apply and restrict extended use. Their work is reviewed by the CFFP Committee and the Ad Council before the creative concepts reach production. Their creative work consists of television, print, radio, out of home and web Public Service Announcements, and other related campaign material. The quality of the products and the experience of the ad agency are critical to the success of the wildfire prevention program.



## **Television and Radio**

The Ad Council digitally distributes television and radio Public Service Advertising (PSA) to partners nationally via email, which encourage media outlets to download the PSAs from the Ad Council's website, AdCouncil.org. Multiple PSAs may be distributed in each category. Distribution emails include a brief summary of the focus of the campaign and some relevant statistical information. The Ad Council PSAs are distributed to over 1,850 broadcast TV stations and 9,500 radio stations across the country. This multilayered media outreach strategy maximizes national and local support to deliver premier media placements for public service advertisements (PSAs). This strategy also supports print, as well as out of home advertising and web hosting. Personal contact should be made with television and radio station program managers in local areas of influence to advise them of local fire issues and situations and to encourage them to use the public service advertising. All PSA materials are available for free and can be found at <https://www.adcouncil.org/campaign/wildfire-prevention>.

## **Newspaper and Magazines**

The Ad Council digitally distributes PSAs for the print media. Dailies and weeklies, specialty, consumer, and children's magazines across the country receive a compilation email of campaign newspaper and magazine assets. This email includes campaign information and relevant statistics, shows thumbnail images of current print materials available, and drives recipients to visit AdCouncil.org to download all print materials for free.

## **Other Media**

The Advertising Council also produces and distributes PSAs for transit authorities, transportation shelters, internet service providers and outdoor advertisers. Transit authorities, transportation companies and outdoor advertisers may be approached to donate vacant space. These materials must be requested and are not automatically shipped, and Ad Council has to have budgeted the printing of the outdoor materials. Before negotiations for use of these materials are completed, ensure that prospective advertisers are aware that installation of these materials must be done without charge to the Forest Service or State forestry agencies.

## **Field Production of Public Service Advertising**

Local Forest Service and State Forestry units may produce PSAs for local media and advertising for community and other information awareness purposes when it is determined there is a need to supplement the national campaign to address specific local or regional problems. Local materials may be used in conjunction with the PSAs produced by the Ad Council. Campaign materials produced at the regional or local level that include Smokey Bear require coordination and review with the national CFFP Program Manager.

Locally produced advertising featuring Smokey Bear can only be used for wildfire prevention messaging and cannot detract from Smokey Bear's image. Standard wording on a credit line

is: "A public service in wildfire prevention brought to you by the USDA Forest Service, your State Forester [or specific State Forester], and supported by [other participating organizations]. Reproduction or resale is prohibited under USC 580p-1. Local spots shall not portray Smokey Bear as a spokesman for any issue other than wildfire prevention. Do not include other advertising symbols, such as Woodsy Owl, McGruff, or Sparky without the express approval of the Director, US Forest Service, Fire and Aviation Management, Washington Office.

## **Social Media**

To create relationships and foster dialogue with all audiences, Smokey Bear has several official social media sites, which are managed through the Ad Council. Given the rapid advancement of social media, the following sites should be verified for currency prior to distribution. As with all licensing violations, unauthorized websites or accounts should be reported to the CFFP Program coordinator.

**Facebook:** <http://www.facebook.com/smokeybear/>

**Twitter:** [https://twitter.com/smokey\\_bear/](https://twitter.com/smokey_bear/)

**YouTube:** <http://www.youtube.com/user/Smokeybear>

**Instagram:** <https://instagram.com/smokeybear/>

**TikTok:** <https://tiktok.com/smokeybearofficial>

## **Educational Materials**

### **SmokeyBear.com**

The official website for Smokey Bear is located at: <http://www.smokeybear.com/>. This site is managed by the CFFP and is updated frequently. The purpose of the site is to educate the public about wildfire prevention and features the latest campaign information. There is information about the major wildfire causes and wildland fires. Students and educators can find prevention activities for ages K-8.

Campaign materials are also available in a toolkit as part of Smokey Bear's website: <https://smokeybear.adcouncilkit.org>. Guides, posters and social media files can be downloaded and utilized to promote wildfire prevention campaigns across the country. They have been crafted to reinforce the wildfire prevention message and to maintain public awareness of the need to prevent human-caused wildfires. The items are designed to provide maximum educational value. They are offered based on usability, functionality, and practicality.

### **National Symbols Cache**

Wildfire prevention educational materials are developed and maintained at the

National Symbols Cache (<http://www.symbols.gov/> or <https://apps.fs.usda.gov/symbols>). The materials are developed in cooperation with the Conservation Education Staff, Fire and Aviation Management, and the CFFP Committee. The current objective is to provide wildfire prevention materials that are suitable for teachers and meet standards of learning.

**Educational materials obtained from the Symbols Cache must be made available for free and cannot be resold.**

Educational materials may feature a basic poster using Smokey Bear's image and a wildfire prevention message. Specialty posters featuring nature groups with teacher education materials are also available. Posters should be conspicuously placed in schools, libraries, Federal and State offices, fire departments, and on community bulletin boards. They should also be displayed in places where youth activity groups meet. Extensive use of these wildfire prevention materials should be encouraged at the local level. Replace posters when they become weathered or are no longer timely. Obtain permission from the owner before placing posters on private property, such as in store windows.

Distribution of educational materials is best combined with public interaction to reinforce wildfire prevention education. Bookmarks, decals, rulers, pens and pencils, erasers, coloring sheets, and other items get the wildfire prevention message in front of elementary school children and others on a continuing basis. Place bookmarks in libraries, schools, bookmobiles, and bookstores.

Other educational materials should be distributed as appropriate, selecting the right materials for the setting or event.

Educational materials are designed and made available for all age groups. They are designed to bring the wildfire prevention message home on a continuing basis. Distributed materials should be appropriate to the age group involved. Materials are intended to deliver a wildfire prevention message and are not to be used as gifts.

### **National Association of State Foresters Store**

The National Association of State Foresters (NASF) store maintains several Smokey Bear educational materials. Any Federal agency may order their products for use in wildfire prevention programs. As with CFFP items (Symbols Cache items), they **may not be resold**. For more information, please visit: <http://www.stateforesters.org/store>.

### **Field Production of Educational Materials/Products**

Approved agency field units may design, produce, and distribute materials that meet a specific need that is not met by products available through the Cache, NASF annual campaign catalog, or commercial licensees.

To ensure that the high standards which apply to the national campaign are met in any field production, and to ensure uniformity of Smokey Bear's image, it is important that respective

agency regional/area coordinators are involved during the development. Only approved Smokey Bear art shall be used, and care must be taken that the field production does not conflict with or detract from the National effort.

Areas that are especially subject to abuse of Smokey Bear's image and are not approved are T-shirt and jacket arts/logos for fire crews, employee associations, ranger districts, and special events such as health fairs, fun runs, FAX cover sheets, book/folders, conference notices, and computer-generated graphics. Smokey Bear's image will not be demeaned or tarnished. If, for any reason, these products are offered for sale, they are subject to regulations governing licensing.

### **Educational Activities**

The educational component of the CFFP Program is designed to create and maintain an awareness of the need to prevent human-caused wildfires by providing a method of reminding people of their wildfire prevention responsibilities.

Many of the CFFP campaign items can enhance teaching opportunities. Take advantage of opportunities to work with teachers and educators by supplying them with CFFP materials that will support their educational efforts.

Material that is old, outdated and/or discontinued, along with items that no longer support the CFFP emphasis, should not be distributed to the general public and should be destroyed. These materials may convey misinformation or conflict with current program strategy.

### **Commercial Licensing**

The Smokey Bear Act, P.L. 82-359, as amended by P.L. 93-318, and regulations of the Secretary of Agriculture (36 CFR 271) provide for the commercial use of the character and name of Smokey Bear. Smokey Bear has been the national wildfire prevention symbol in America since 1944. This long legacy is dedicated to the prevention of human-caused wildfires and promoting responsible behavior with outdoor fire. The objectives of the Smokey Bear commercial licensing program are:

- To increase awareness of Smokey Bear and his important mission
- To assist in communicating Smokey Bear's wildfire prevention message.
- To maintain the integrity of the Smokey Bear image as the National symbol of wildfire prevention.
- To ensure that all products maintain standards of high quality and good taste.
- The licensed sale of Smokey Bear Officially Licensed Products funds national wildfire prevention efforts through a royalties program.

## Policy

The Director, USFS Fire and Aviation Management (FAM), is responsible for managing the licensing program. *This responsibility may be delegated.* Individual product approvals are delegated to the USDA Forest Service Wildfire Prevention Program Manager who also provides leadership and management of the contracted licensing agency. Day-to-day administration is handled by a contracted licensing agency. The licensing agency provides aggressive, professional services that meet the program's commercial licensing and marketing objectives.

Although Smokey's image alone does portray a wildfire prevention message to those who recognize him, having an accompanying message of "Prevent Wildfires" reinforces his important mission, especially to those who are not familiar with his image. All licensed products must promote or advance the wildfire prevention message to be approved.

Smokey Bear Licensing agreements and a Licensee Support Guide provide basic guidance to the licensees for Smokey Bear messaging and concept design. The standards described in the license agreement, including the use of the official licensed product logo must be followed.

The use of Smokey Bear as a proprietary brand name is prohibited. By words or illustrations, Smokey Bear will not endorse a commercial product or service, whether explicit or implied. The Smokey Bear artwork will always be used in conjunction with an approved wildfire prevention message. All licensees shall display the official licensed product logo on products, packaging, and advertising. Unauthorized commercial uses are punishable by law (16 USC 580 P-1, and 36 CFR 271).

**Note:** *More than 100 vendors are approved Smokey Bear licensees. Anyone may buy from these licensees and these items may be resold. Official Smokey Bear Licensees and their products can be found at [www.fs.usda.gov/smokeybearlicensing](http://www.fs.usda.gov/smokeybearlicensing).*

## Application/Approval Procedure

Licensing is required for any use generating revenue as a result of the image and likeness of Smokey Bear. Licensing may be for a term of years or for a one-time use, depending on the product and use of the Smokey Bear image. Information about the licensing program; how to become a licensee; and a listing of all the licensees and products is available at <https://www.fs.usda.gov/smokeybearlicensing>.

## Official Logo

An official Smokey Bear Licensee has the right to use the official licensed product logo. No one other than official licensees may use this logo. The logo should appear on all licensed products.

No product bearing Smokey Bear's image may be produced without a license or should be sold without this logo. The logo should also be used in



all advertising and promotional materials for officially licensed Smokey Bear items.

### **Violations**

Items produced for commercial sale that contain or use the Smokey Bear image, name, or message without benefit of a license violate Public Law 82-359, as amended by P.L. 93-318. Report suspected violations directly to the national program manager, who shall take action necessary, up to and including civil court actions, to stop the violator.

### **Image and Appearance**

The key to Smokey Bear's worldwide recognition is credited to the positive image that has been promoted since the inception of the Program. Uniform standards have been identified for all aspects of Smokey Bear's image, from drawings to the manufacture of the costume to public appearances.

### **Costume**

Official Smokey Bear costumes must be ordered from authorized manufacturers. Today Smokey Bear costumes are only made by licensed contractors. They may only sell, or offer to sell, Smokey Bear costumes to USDA Forest Service, state forestry agencies, tribal nations and other governmental organizations that are pre-approved in writing by the US Forest Service or a state forester. Licensee is prohibited from selling costumes to retailers, consumers, and the general public, or to other USFS licensees without advanced written authorization by the Director."

These costume manufacturers are also authorized to refurbish Smokey Bear costumes. The price of the costumes should be obtained from the respective authorized manufacturers.

Approved Smokey Bear costume manufacturers are:

Characters, Costumes and More  
1817 N. Pass Avenue  
Burbank, CA 91505  
Phone: 818-559-6370  
[info@ccandmore.email](mailto:info@ccandmore.email)

Facemakers Inc.  
140 Fifth Street  
Savanna, IL 61074  
phone: 815-273-3944  
<http://www.facemakersincorporated.com/smokeybear.html>

Signs and Shapes - Inflatable Smokey Bear Walk-around Costume

9988 F. Street  
Omaha, NE 68127  
402-331-3181

<http://www.walkaround.com/about/walkarounds>

### **Costume Rental @ Symbols.gov**

In an effort to provide an affordable alternative to the purchase of Smokey Bear costumes to federal, local, state and private forestry agencies and tribal nations, the Symbols cache is providing costume rentals. Rental service is not available to the general public. Interested and qualified agencies may learn more at [symbols.gov](http://symbols.gov)

### **Use of Smokey Bear Costume**

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. The uniformed escort should always be with the Smokey Bear costume to further express the wildfire prevention message.

Examples of inappropriate uses include Christmas and Halloween parties, political events, fundraisers, events with alcohol, private events, events with an appearance to charging a fee to see Smokey (see exceptions below for events with an entrance fee), summer picnics, Job Fairs, the Combined Federal Campaign, or any situation that might compromise Smokey Bear's integrity or give the appearance of using Smokey to increase event attendance, impropriety, a "celebrity appearance", or simply a photo opportunity. There needs to be an opportunity with all appearances to share a wildfire prevention message.

### **Corporate-Sponsored Smokey Bear Use**

Requests from corporate sponsors range from having Smokey Bear appear outside a home-supply store to hosting a wildfire safety demonstration sponsored by the corporation. These types of requests need a lot of lead time to plan, require analyzing many small details, coordinating field representation, and reviewing every aspect of the event from communications to marketing to on-site activities. As a minimum, these are the topline requirements to consider prior to approval:

- All appearances of Smokey Bear must incorporate a wildfire prevention education component and follow the Smokey Bear appearance guidelines. Requestors should refer to the Smokey Bear guidelines.
- All appearances are pending the availability and approval of either the state forestry agency or the USDA Forest Service region.
- A written plan of the event including timeframe, scope and communications

elements is required and must be approved by the CFFP.

- The USDA Forest Service will only then offer a single use agreement specific to this event or series of events.
- For events with an entrance fee, Smokey's image cannot be used to drive registrations/attendance.
- His tagline and approved prevention messaging can be utilized.
- For trade conferences and business meetings, events must incorporate a wildfire prevention education opportunity into the agenda or by way of an exhibit booth.
- There can be no appearance of commercial endorsement by Smokey Bear, the uniformed escort, or the sponsoring agency. Suitable backdrops and props for multimedia reproductions and public photo opportunities must be taken into account.
- The escort shouldn't be separated from Smokey even for photographs, interviews, and appearances.
- Photos should have a wildfire prevention message or call to action within them.
- Any artwork that incorporates Smokey Bear must be pre-approved by the CFFP.

### **Acquisition and Use**

Only the Forest Service and State forestry organizations may purchase and own a Smokey Bear costume without prior approval. Local fire departments and other non-Federal agencies that wish to acquire a Smokey Bear costume must have a letter of approval from the State Forester of the State in which they are located or from the Forest Service, with the State Forester's verbal concurrence, authorizing such purchase.

The Director, Fire and Aviation Management, Washington Office, approves costume purchase and ownership by Tribes and other Federal and international agencies on a case-by-case basis. For costume ownership outside the Forest Service or a State forestry organization, agencies must agree to adhere to the requirements for ownership and use of the costume and execution of a cooperative interagency agreement (FSH 5109.18 sec. 27, ex. 04). Such agreements are in effect for a period of no more than 5 years, with the option for renewal in 5-year increments after that time, at the discretion of the issuing officer.

To protect the integrity of the Smokey Bear image, care should be taken to ensure that there is only one costumed Smokey Bear character visible to the public at any one time per event.

### **Appearances**

Individuals who wear and use the costume should follow the two guidance documents for complete information about using the costume safely: Smokey Bear Costume Use



and Smokey Bear Costume Risk Assessment Worksheet (RAW) (formerly called a Job Hazard Analysis). These documents are available on [smokeybear.com](http://smokeybear.com). They 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 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. Avoid clowning, horseplay, inappropriate dancing, and gestures, etc.*
- 5. Smokey Bear should not act aggressively and should always let the public approach him first, especially small children. Smokey should let the visitor initiate a hug, paw-shake, or other greeting. Spreading his arms or extending a paw, and waiting, is a good way to let them know it's OK to be approached.*
- 6. Never be photographed in less than full costume. This includes being photographed without the head. Do not allow any photographs 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. Use only costumes that are clean, complete, and in good condition.*
- 9. Keep costume out-of-sight before and after use.*
- 10. Always be accompanied by an appropriately uniformed escort in public appearances, except where not practical, such as on a parade float where space is limited.*
- 11. Do not use alcohol or drugs prior to and during the Smokey Bear appearance. This condition applies to uniformed escorts as well.*

There shall be at least one uniformed escort to accompany Smokey Bear, guiding him by the elbow and constantly communicating information to the wearer of the costume. The escort must be knowledgeable about Smokey Bear and wildfire prevention.

A clean, private dressing room is necessary for putting on and taking off the costume.

Upon 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 out and clean?

A round-point shovel is part of the Smokey Bear image. It can be used for appearances, when appropriate.

The costume becomes hot to the wearer after a very short period. Success has been noted with the use of a compartmentalized 'ice vest' and the addition of a battery-operated fan in the hat. Several cooling options are available from the costume manufacturers. Limit appearances to 15- 20-minute segments to minimize personal discomfort.

After each appearance, check the costume for needed repairs or cleaning. Note this on the outside of the storage box for immediate follow-up by the owner/manager of the costume.

### **Care and Maintenance**

The owner/manager of the costume shall assure that:

- ✓ The Smokey costume will not be used unless it is clean, complete, and in good repair. The costume should be cleaned and disinfected according to manufacturer's instructions. If the suit is not cleaned after several hours of use it will begin to smell and cause deterioration that will shorten the life expectancy.
- ✓ The costume is inspected after each use and any required maintenance is performed.
- ✓ The costume is not placed into the costume box wet. Thoroughly air-dry the suit first.
- ✓ The manufacturer's recommendations for proper placement of the components into the storage box are followed.
- ✓ Costumes can be returned to their respective manufacturers for maintenance, refurbishment, and repair. Contact the manufacturer for price quotations.

### **Security and Disposal**

Due to the cost of a costume, the Smokey Bear costume is an accountable property item under the current Forest Service accountability requirements. State forestry agencies should adhere to state property regulations. Integrity of the costume must be ensured by storing it in a secure location and tracking its use.

Protect the Smokey Bear costume from theft or vandalism to eliminate unauthorized use, which may result in bad publicity and immeasurable harm to the integrity of Smokey Bear as a symbol of wildfire prevention.

- ✓ Keep the Smokey Bear costume under lock-and-key when it is not in use.
- ✓ Use a sign-in/sign-out system to control costume use.
- ✓ Mark the costume box to say, "Warning: Unauthorized use or possession of this costume is not permitted."
- ✓ Immediately report thefts of Smokey Bear costumes to the appropriate law enforcement authorities and request prompt action to assure recovery.

The Smokey Bear costume or components may only be resold or transferred to approved users as determined by the US Forest Service Wildfire Prevention Program Manager.

When it is determined by the owner/manager that the costume is no longer fit to wear and must be disposed of, the suit shall be rendered unrecognizable as a Smokey Bear costume by cutting, tearing, and/or burning all components. Do not throw away an intact costume or components.

### **Legal Protection**

The respected and recognized name of Smokey Bear and his well-known message, as well as the property rights are valued. There is an important need to distinguish Smokey Bear, his message, information and education materials, advertising, and commercially licensed products from those of other symbols; and to prevent their improper use. To accomplish this requires vigorous protection. Integrity is thus maintained and is reflected back to the sponsoring organizations.

### **Awards and Recognition**

In the world of wildfire prevention, there is no greater honor than to receive a Smokey Bear award, especially the national Gold Smokey award. These special awards are reserved for people or organizations that provide sustained, outstanding service, with significant program impact, in the wildfire prevention arena. Honorees demonstrate innovation, creativity, commitment, and passion for wildfire prevention.

### **Objective**

Sponsored by the U.S. Forest Service, the National Association of State Foresters (NASF), and the Ad Council (CFFP), the national Smokey Bear Awards recognize outstanding service in the prevention of human-caused wildfires and to increase public recognition and awareness of the need for continuing wildfire prevention efforts. This merit award has been bestowed upon well-deserving groups and individuals annually since 1957 for outstanding work and

significant program impact on wildfire prevention.

### **Policy**

Awards shall be given to recognize and encourage leadership or innovation in wildfire prevention.

### **Description**

There are five official awards: Smokey Bear Gold, Silver, and Bronze statuettes; the Smokey Bear Certificate; and the Smokey Bear Appreciation Plaque.

### **National**

Nominations for the Gold, Silver, and Bronze Smokey Bear Awards are approved by the CFFP Executive Committee. Each award is a 9-inch metal figurine of Smokey mounted on a wooden base with a metal plate on the front of the base for inscription, a corresponding lapel pin, and a congratulatory letter. The letter should be signed by the top official for the three agencies on the CFFP Executive Committee (Chief of the Forest Service, NASF president, Ad Council president).

### **Other**

The Smokey Bear Certificate is approved by the CFFP committee and also signed by the top official for the three agencies on the CFFP Executive Committee (Chief of the Forest Service, NASF president, Ad Council president).

The Smokey Bear Appreciation Award is a plaque with a brass plate for inscription. The award is approved by a Deputy Chief, Regional Forester, Station or Area Director, or State Forester and is available through the symbols cache.

### **Eligibility**

Eligible for nomination are individuals, agencies or organizations that have made outstanding contributions to the prevention of human-caused wildfires.

Wildfire prevention service includes, but is not limited to efforts in education, law enforcement and engineering; journalism and media coverage; advertising campaigns; informational programs; training; risk assessment; prescribed fire used for prevention; committee leadership; volunteerism; fundraising; providing support services for fire prevention (e.g., legal services); and individual presentations. Project(s) must have been completed and covered at least a two-year period.

Posthumous awards may be given if the work nominated occurred within the last three years or still has significant influence or long-term, measurable impact on today's Cooperative Forest Fire Prevention program.

Having assigned wildfire prevention duties does not make a person ineligible. This award is not intended as a retirement or departure recognition award.

Activities relating to fire prevention for structures do not qualify for the Smokey Bear awards. Nominations that primarily focus on developing defensible space, reducing fuels, etc., should be submitted for [Wildfire Mitigation Awards](#).

## Selection Criteria

### Gold

This is the highest honor given to organizations or individuals for outstanding wildfire prevention service that is ***national in scope*** over at least a two-year period. A maximum of three Gold Smokey Bear awards may be given annually.

### Silver

This is the highest honor given to organizations or individuals for outstanding wildfire prevention service that is ***regional (multistate) in scope*** over at least a two-year period. A maximum of five Silver Smokey Bear awards may be given annually.

### Bronze

This is the highest honor given to organizations or individuals for outstanding wildfire prevention service that has ***impact within a state*** over at least a two-year period. A maximum of 10 Bronze Smokey Bear awards may be given annually.

### Certificates and Plaques

Additionally, Smokey Bear certificates and plaques may be awarded to a few select nominees to recognize their potential to receive future Smokey Bear awards or for state forestry agencies to independently recognize outstanding wildfire prevention efforts.

## Nomination Process

### National Awards

Nominations for all National Smokey Bear awards can be made by anyone having knowledge of the outstanding wildfire prevention efforts of the nominee. The official form and instructions are provided at <https://www.stateforesters.org/awards-programs/> or <https://smokeybear.com/en/awards>. Nomination packages are submitted to the appropriate Regional Forester, Station Director, Area Director, State Forester, or Regional/Area Fire Prevention Coordinator for review.

In addition to the official forms, the nomination package may include supplemental materials such as newspaper and magazine articles, materials created for a campaign, photos, or other relevant materials. Supporting materials help provide a comprehensive picture of the nominee's accomplishments but must be within the page limit requirement outlined in the instructions.

The National Wildfire Prevention Program Manager will keep records of nominations received and of their dispositions. National award nominations must be recommended by a Deputy Chief, Regional Forester, State Forester, or other federal agency equivalent.

### Other Awards

Regional Foresters, the Area Director, and State Forester shall prescribe specific procedures for submitting nominations for these awards. Keep records of nominations received and of their disposition.

### **Awards Process**

#### National Awards

Select an appropriate forum for the Smokey Bear Award presentation and provide for appropriate publicity and media coverage. These awards should be presented by a high level federal or state agency official. The Regional Office, Area Office, or the State Forester's Office coordinates plans for the awards ceremony. Every attempt should be made to present the award in the presence of the recipient's peers. Any media coverage should be shared with the USDA Forest Service National Fire Prevention Program Manager.

#### Other Awards (Appreciations, Plaques, etc.)

The Regional Forester, Area Director, or State Forester should present these awards; however, when appropriate, this task may be handled by the Forest Supervisor or an immediate subordinate to the State Forester. Plan presentation and publicity as deemed appropriate.

### **Source of Supply**

The Director, Fire and Aviation Management Staff, Washington Office, shall provide the National Gold, Silver, and Bronze Smokey Bear Awards, lapel pins, Certificates and Certificate framing. The appreciation plaque may be ordered through the Symbols Cache at:

[www.symbols.gov](http://www.symbols.gov) or <https://fsapps.fs.usda.gov/>

###