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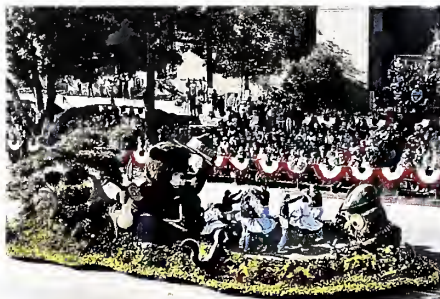
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— CHARLES KETTING



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Cooperation: A Key to Smokey Bear's 50 Years of Success



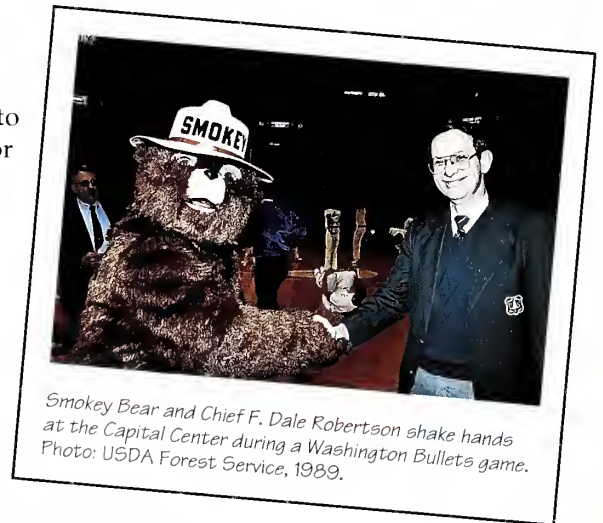
Photo: USDA Forest Service.

For the past 50 years, cooperation has been the backbone of the successful Cooperative Forest Fire Prevention (CFFP) Program's Smokey Bear campaign against carelessly caused forest fires. In launching the CFFP Program in 1942, the Forest Service, the National Association of State Foresters, and the Wartime Advertising Council (The Advertising Council) exemplified the spirit of teamwork. They knew that Gifford Pinchot, the first Chief of the Forest Service, was right in his assertion that "... in fire prevention as in everything else, co-operation, not compulsion, [is the] keynote."

Through Smokey's campaign, members of the fire community—Federal and State wildland management agencies, rural fire departments, and others—have encouraged the public to prevent accidental wildfires and have stressed the responsibility each of us has to help maintain our valuable resources.

Many of us have grown up with Smokey Bear. His message was introduced in the 1940's and is still working. An article in the January 1952 *Fire Control Notes* tells how Smokey's message affects people. When campers on the Shasta National Forest in California were on their way home, they stopped in McCloud to shop. "Upon viewing a poster of Smokey Bear carrying a fawn out of a blazing forest fire, one camper turned to the other and said, 'Are you sure we put out our campfire?'" They returned to their camp and found a creeping fire. No one would have known they had almost caused a costly fire if they hadn't frankly admitted their mistake to the district ranger.

As we look back at Smokey Bear's past 50 years, we salute the many agencies, groups, and corporations that also have contributed to Smokey Bear's wildfire prevention efforts; for instance, the Boy Scouts, Girl Scouts, 4-H Clubs, Camp Fire Boys and Girls, Keep America Green organizations, Red Cross, Native Sons and Daughters of the Golden West, local Chambers of Commerce, professional and amateur sports organizations, and the thousands of TV and radio stations, newspapers, and magazines that have donated hundreds of millions of dollars in air time or space. These and other organizations have helped to ensure that the American public continues to hear, see, and read about the need to prevent carelessly caused wildfires. Their assistance combined with the fire community's commitment and perseverance have helped make the CFFP Program what it is today. In the future, this spirit of teamwork and cooperation will be even more important if Smokey Bear and his wildfire prevention message are to endure.



Smokey Bear and Chief F. Dale Robertson shake hands at the Capital Center during a Washington Bullets game. Photo: USDA Forest Service, 1989.

A handwritten signature in cursive script that reads "F. Dale Robertson".

F. Dale Robertson
Chief
USDA Forest Service

Celebrating 50 Years of Smokey Bear



Lynn Pisano-Pedigo

Welcome to the commemorative issue of *Fire Management Notes*. As the Nation pays tribute to the golden anniversary of Smokey Bear, this special issue helps kick off a year of celebrating 50 years of Smokey Bear and wildfire prevention efforts.

For half a century, this symbol of wildfire prevention has had but one purpose—to inform and educate people about the need to reduce carelessly caused wildfires. What started back in 1944 as a reminder of respect for our precious resources has grown into a powerful force for changing behavior. Yes, Smokey Bear is getting older, but with age, we think his forest fire prevention campaign is getting even better!

Highlights of the Anniversary Year

Fire community members recognize the 50th as a unique opportunity to focus the Nation's attention on the need to prevent accidental wildfires. The USDA Forest Service, National Association of State Foresters (NASF), The Ad Council, and many other organizations throughout the country have worked together to create a variety of special educational projects and meaningful prevention activities, not only to help commemorate the occasion but also propel wildfire prevention into the 21st century. From poster contests to puppet shows and from international rodeos to a national celebration in Washington, DC, the 50th anniversary of Smokey Bear will touch the lives of many people around the Nation and across the seas.

Wherever people care about preventing accidental wildfires, Smokey will be there—a teacher of young children, a guardian of the forest, a reminder to us all. What follows

Lynn Pisano-Pedigo is the national director of the Smokey Bear Anniversary for the USDA Forest Service, Fire and Aviation Management, Washington, DC.

From poster contests to puppet shows and from international rodeos to a national celebration in Washington, DC, the 50th anniversary of Smokey Bear will touch the lives of many people around the Nation and across the seas.

are just a few highlights for the 50th anniversary:

Golden Anniversary Slogan. One of the first activities was a national slogan competition sponsored by the NASF. Over 3,400 entries were received, and the Ohio Division of Forestry submitted the

winning slogan: "REMEMBER... SMOKEY HAS FOR FIFTY YEARS."

Teacher's Educational Kit. The Forest Service, in partnership with the Smithsonian Institution, has produced "Happy 50th, Smokey Bear," a free learning kit for teachers of elementary grades (K-3). It

is the first such endeavor between the two organizations. The kit is designed to help teachers instruct young children on who Smokey Bear is and why his wildfire prevention message is important. Activities stress the significance of individual responsibility for using fire-safe practices to protect our environment. The Smithsonian will distribute the kits to over 65,000 elementary schools nationwide.



Campaign Catalog. "Smokey Bear's 50th Anniversary Catalog, 1994" from the Cooperative Forest Fire Prevention Campaign features 33 newly designed items to help field staff teach wildfire prevention to children. Available are packs of shoelaces, iron-on decals, gold-foil stickers, Smokey Bear's helper hats, color-on lunch bags, activity sheets, and jigsaw puzzles. Distribution is being handled by the Northeast Interagency Fire Cache.

Publications and a Smokey Video. A variety of publications are being produced for use throughout the fire community: "Smokey Bear's 50th Anniversary 'How-To' Desk Guide" offers guidance for media relations, event management, and proper use of the symbol; "bear in mind" is a periodic update produced in cooperation with the U.S. Department of the Interior; and "Smokey Bear...the First 50 Years" is a historical overview of Smokey Bear, complete with posters, artwork, and photos. A new 25-minute video, "50 Years with Smokey Bear," incorporates historical public service announcements, archival footage, and reminiscences of many of the key players who worked with Smokey's campaign over the decades. In September 1993, the USDA and NASF hosted the national debut of the video, which also featured a puppet show and songs from local school children.

Smokey's golden anniversary heralds a new logo, anniversary memorabilia, and a hectic events calendar. Photo: USDA Forest Service.

Media. Following a 50-year tradition, The Ad Council will release a public service advertising campaign for print, transit, and broadcast media. Articles will appear in major publications, including many inflight, trade, and consumer magazines as well as those specifically for children. Even the comic strip "Mark Trail" and "The Mini Page," a just-for-kids syndicated insert in Sunday newspapers, will feature Smokey Bear and his wildfire prevention message for the 50th.

Research and Education. Two of the most important contributions the 50th will make to the fire community are a historical quantification of

prevention efforts to determine their cost effectiveness and a course on wildfire prevention taught at the National Advanced Resource Technology Center in Marana, AZ.

Events Around the Nation

State and regional coordinators have been hard at work planning thousands of high-visibility events across the country. These include appearances by Smokey at hundreds of State and county fairs, festivals, and parades; he'll join whistlestop caravans in a number of States, visit thousands of classrooms, and participate in ceremonies with Governors and regional leaders. It's



a year filled with a diversity of activities—all dedicated to maintaining resources by preventing carelessly caused wildfires.

The 50th anniversary of Smokey Bear is a tribute to the past 50 years, but it's more than that. This celebration is the window to the future, through which we gain insight into our personal responsibility and renew our professional dedication to protect our precious resources. This commemorative issue of *Fire Management Notes* is a tribute to what Smokey Bear stands for, the commitment of those of us who bring this symbol of wildfire prevention to life every day. ■



A 50th Anniversary Gift for Smokey

Donna M. Paananen

Twenty-two Boy Scouts and their advisors from Westerly, RI, presented Smokey Bear with an anniversary gift from their State on August 11. The plaque, carved on Westerly granite, shows the outline of the State and wishes Smokey "Happy 50th from Rhode Island and Troop 2 Misquamicut."

Michael Rains, Acting Deputy Chief for State and Private Forestry, accepted the gift on behalf of Smokey. He thanked those responsible, including congressional staff members present. He also reminded the Boy Scouts, "Be grateful for the good work your State Forester does for wildfire prevention."

Karl Kenyon, senior forest ranger, Division of Forest Environment, Rhode Island's Department of Environmental Management, is chair of the State's 50th anniversary committee. He and other

committee members hoped Rhode Island could "come up with something unique" to be displayed at Smokey's 50th festival in Washington, DC, on August 9, 1994. As assistant scout master with Troop 2 (his son Keith is a member), he urged the troop to get involved in the project. Together, the committee members and the Boy Scouts designed the gift. They then contacted Richard Comolli, Westerly Town Council president and also owner of Comolli Granite Co. Once Comolli heard the Scouts' idea, his reaction was, "Anything for Smokey Bear. How soon do you need it?"

James C. Sorenson from the Forest Service's Southern Region in Atlanta, GA, welcomed all to the national headquarters and introduced many of the 50 individuals attending the ceremony. As coordinator of the August 1994 festival, he emphasized the importance of Smokey and the "celebration of his 50th year of preventing carelessly caused wildfires." ■

Donna M. Paananen is a technical publications writer for the USDA Forest Service, North Central Forest Experiment Station, East Lansing, MI.



Karl Kenyon (left) and Michael Rains with Smokey, and his golden anniversary gift from Rhode Island. Photo: USDA Forest Service.

Prevention Programs: 1944 to 1994 and Beyond



Gladys D. Daines and Elsie W. Cunningham

Across the Nation, agencies and individuals involved in the protection of our wildlands from fire are preparing to celebrate the golden anniversary of a national icon—Smokey Bear. From October 1 until his anniversary in August 1994, Smokey and the Cooperative Forest Fire Prevention (CFFP) Program will be in the spotlight. To celebrate 50 successful years of preventing carelessly caused fires, there will be displays, public service announcements, newspaper and magazine articles, hot-air and inflatable balloons, floats in parades, Smokey's appearances at festivals, and more. Why are people so excited about acclaiming Smokey Bear's 50th Anniversary? Because Smokey Bear is not only one of the most beloved animal characters in the United States, he is also one of the most successful advertising symbols of all time. And, most importantly, he has made us all aware of the need to prevent destruction of our precious natural resources from fires people carelessly cause.

The History of Smokey

After a 1942 shelling of the southern California coast by a Japanese submarine, the USDA Forest Service organized the CFFP Program to encourage the general public to help prevent forest fires. The supervisor of the Angeles National Forest in California contacted the newly formed public

Gladys D. Daines and Elsie W. Cunningham are, respectively, former and present Cooperative Forest Fire Prevention Program managers for the USDA Forest Service, Fire and Aviation Management, Washington, DC.

service agency, the Wartime Advertising Council (now The Advertising Council), for help. The Ad Council and the National Association of State Foresters agreed to assist the Forest Service in a nationwide forest fire prevention campaign. Foote, Cone and Belding of Los Angeles (now Foote, Cone and Belding Communications, Inc.) was recruited by The Ad Council to serve the campaign and continues to do so to this day.

Early fire prevention posters used wartime slogans. Then in 1944, Walt Disney's animal character Bambi was used on prevention posters with great success. After that, the Forest Service and the Wartime Advertising Council decided to choose a bear to represent forest fire prevention. In a Forest Service letter dated August

9, 1944, Richard Hammett, Director of the Wartime Forest Fire Prevention Program, described the attributes of the bear: "... nose short (Panda type), color black or brown; expression appealing, knowledgeable, quizzical, perhaps wearing a campaign (or Boy Scout) hat that typifies the outdoors and the woods."

Albert Staehle, a nationally known cover artist, was asked to paint the first bear. Blue jeans were soon added to the original painting. In 1944, the first poster of the bear pouring water on a campfire was printed; it was distributed in 1945. The bear was named after "Smokey" Joe Martin, who was Assistant Chief of the New York City Fire Department from 1919 to 1930. Smokey's public service debut on posters, newspaper ads, and radio spots grabbed the public's attention. Most importantly, forest fires decreased markedly in the United States.

In 1946, Rudolph (Rudy) Wendelin, a Forest Service artist, began to work on Smokey Bear. He produced internal drawings, line art, and special projects such as book marks, certificates, and statuettes. Even after his retirement in 1973, Wendelin continued to paint Smokey and act as a Smokey technical consultant to the program. He was, in fact, the



First Smokey Bear poster, painted by Albert Staehle in 1944.

artist who created the Smokey stamp used in 1984 for Smokey's 40th birthday.

Harry Rossoll, another Forest Service artist, created four Smokey Bear newspaper cartoons a month for many years. In 1972 alone, over 3,000 copies of Rossoll's cartoon series were distributed each month in the United States and Canada.

The Living Symbol

In 1950, someone was careless with a match, cigarette, or campfire on the Lincoln National Forest in New Mexico. One second of carelessness started a terrible forest fire; hundreds of firefighters battled the flames. When a strong wind suddenly swept the fire toward the firefighters, 24 of them nearly lost their lives. They ran to a rock slide and lay face down with their faces covered with wet handkerchiefs. The fire raged all around them, and the smoke choked them. Finally, the fire passed and the smoke cleared. The only living thing those 24 brave firefighters saw was a badly burned cub clinging to a blackened tree. They took the little bear to a ranger station where many people tended to the burns. He was called Smokey after the famous poster bear. After the burns healed, the little bear was sent to live at the National Zoological Park in Washington, DC, where he became the living symbol of Smokey and forest fire prevention. When he died in 1976, another bear took his place.

The Smokey Bear Act

In 1952, Congress passed the Smokey Bear Act to protect the image of Smokey Bear and the work of the CFFP Program. The Act prohibited the commercial use of Smokey Bear without the permission of the Forest Service, permitted the Forest Service to license the use of Smokey Bear and collect royalties, and allowed the Forest Service to put the royalties into a fund to be used only for forest fire prevention.

The CFFP Program currently has licenses with about 50 different individuals who sell merchandise bearing the image, message, or both of Smokey Bear.

In 1952, the Forest Service licensed the Ideal Toy Company of New York to manufacture Smokey

"Constant, yet changing" is the Cooperative Forest Fire Prevention Program's slogan as this century comes to a close.

Bear stuffed toys. With permission from the Forest Service, Ideal Toys included an application to become a "Junior Forest Ranger" with each stuffed animal. About the same time, Forest Service and State forestry personnel began taking educational packages about forest fire prevention to elementary school classrooms. They also encouraged children to write to Smokey for Junior Forest Ranger kits. Because so many children wrote to him, in 1965 Smokey received his own ZIP Code number—20252. Today Smokey

receives thousands of requests for kits each week. Over the years, about 5 million children have become Junior Forest Rangers—Smokey's young but vigilant force against carelessly caused forest fires.

The "Woodsy Owl" and "Smokey Bear" Act of 1974 defines Smokey Bear and provides direction for



Rudy Wendelin and Smokey Bear. Photo: James C. Sorenson, USDA Forest Service, Southern Region.



Float featuring Smokey and Woodsy entered in the 1985 "Spirit of America" Tournament of Roses Parade in Pasadena, CA. Over a million people line the parade route to view the spectacle; millions more around the globe watch the parade on television. Photo: Courtesy of Pasadena Tournament of Roses, Pasadena, CA, 1985.



Dr. E.J. Smith, veterinarian in Santa Fe, NM, tends burned cub. Photo: USDA Forest Service.

taking action against unauthorized uses of both symbols. For almost 20 years, Smokey and Woodsy have been reminding children and the adults around them to be careful with fire and keep America's forests green through not littering.

Smokey's Past and Future

Smokey's campaign has been a 50-year success story. And the impact of Smokey's public service

campaign is indisputable. While statistics can show acres burned in our wildlands over the decades, prevention experts point out that it's nearly impossible to count fires that never occur. The savings to taxpayers since Smokey joined the CFFP Program in 1944 is hard to calculate with certainty, but undoubtedly is in the billions of dollars.

The CFFP Program of the 1990's is clear and well defined. It focuses on a definite message to specifically

targeted audiences. Advertising dollar contributions are steadily increasing, and overall public recognition and awareness remain high. A strong educational component is being developed that will create greater opportunities to modify or change behavioral patterns before they are established. New advertising strategies have been developed to introduce the growing Asian and Hispanic populations to the forest fire prevention program and Smokey Bear's well-known message. Radio, television, newspaper, and magazine advertisements in Chinese, Korean, Vietnamese, and Spanish have been released nationally.

Smokey's campaign will continue. As we complete this decade, Smokey's integrity as an international symbol of fire prevention will be upheld. The program—particularly for children ages 4 to 12—will be strengthened. "Constant, yet changing" is CFFP's slogan as this century comes to a close. Change will be tempered with consistency as the program develops uniform strategies for education, advertising, licensing, and the protection of Smokey's image and appearance. No matter what changes occur, Smokey Bear will, of course, continue to be the focal point. He will play an active role to meet the new century's intense competition, growing global markets, and rapid technological change.

As the year 2000 approaches, the CFFP executives know that each new generation of children must come to think of Smokey Bear as its own. Education programs must target them and teach them about forest fire prevention and fire-safe behavior. Adults also need to be reminded. "Remember . . . Only YOU Can Prevent Forest Fires." ■



Smokey and Lassie, as here portrayed by Rudy Wendelin, shared the spotlight from 1965 to 1972 to spread Smokey's wildfire prevention message. Photo: James C. Sorenson, USDA Forest Service, Southern Region.



On August 9, 1984, the U.S. Postal Service issued this commemorative stamp, designed by Rudy Wendelin, Forest Service artist, to honor Smokey's 40th birthday. Used by permission, U.S. Postal Service.

This article is adapted, in part, from "The First 40 Years" by Gladys D. Daines, printed in Fire Management Notes, 1984, 45(1): 22-24.

Smokey Bear: On the Trail of His Video Story

Ann Carroll

When I was awarded the contract to write and direct a video celebrating Smokey Bear's 50th Anniversary, I figured I knew as much about him as most members of my generation. "I grew up with Smokey the Bear," I thought, "this will be a piece of (birthday?) cake." Well, I'd already made my first mistake. As most *Fire Management Notes* readers know, his name is not Smokey *the* Bear, but Smokey Bear. I soon found out this was only the beginning of what I had to learn!

Due to a disastrous flood in the mid-1980's at the Rosslyn, VA, offices that once housed the Cooperative Forest Fire Prevention (CFFP) Program, the Forest Service does not have an archive—or even a file of photographs—to aid the researcher in reconstructing Smokey's early years. What I've used to tell the story—both visually and orally—I've found piece

by piece: From people involved in the early days of the CFFP Program, from collectors and Smokey enthusiasts, from the National Archives, The Ad Council, and from kind people in Forest Service regional offices. All along the way, those individuals who consider Smokey Bear a living, breathing friend—rather than a symbol—have been my inspiration and my salvation.

Some of the Individuals Involved

Rudy Wendelin, who invited me to his home with the words, "You're welcome to come over, but I don't have much," shared a wealth of memories as well as sketches, photos, calendar art, and even a Smokey Bear restaurant menu. One of the highlights of the video will be Smokey coming alive under Rudy's capable pencil. Rudy will also point out the early changes in the



The crew that created the video in front of the Capitan Mountains where the live bear cub was found: (from left to right) Ann Carroll, David Black, and Susan Guss. Photo: Barbara Luna, New Mexico Forestry and Resources Conservation Division, 1992.



Some of the people who saved the burned cub that became the living Smokey Bear pose with local agency personnel in front of the Capitan Mountains where the cub was caught in a wildfire in 1950. Photo: Barbara Luna, New Mexico Forestry and Resources Conservation Division, 1992.

character, illustrated by his own drawings.

Unfortunately, Jackson Weaver, the "voice" of Smokey Bear, died just after this project began. But his spirit will indeed be a part of the video, largely because of the warmth and generosity of Bill Bergoffen, who wrote for Smokey Bear and was his radio and film "chief" in the early days. Credited as "the man who put the pants on Smokey," Bill, too, was a treasure trove of information and visual material. His photo collection was particularly helpful, for it included an early picture of Jackson Weaver recording in a studio with Smokey by his side.

On the Road To Learn Smokey's Story

It was soon evident that "going on the road" was essential. I traveled with a small but hard working

Ann Carroll is an independent producer and writer in Washington, DC.

crew—David Black, camera, and Susan Guss, sound, from the USDA Video and Teleconference Division, and Jim Sorenson, Forest Service project advisor.

All along the way, those individuals who consider Smokey Bear a living, breathing friend—rather than a symbol—have been my inspiration and my salvation.

Our first trip was to Capitan, NM, to record a reunion of folks who rescued the cub that subsequently became the living Smokey. Sharing memories were Ray Bell, who helped nurse (along with his wife and daughter) the burned cub back



Ray Bell of the New Mexico Department of Game and Fish with the live bear cub and the airplane Bell used to fly the burned cub out of the forest. Photo: USDA Forest Service.



Assistant Chief Christopher Granger and Hopalong Cassidy (William Boyd) with the live Smokey Bear cub. Photo: James C. Sorenson, USDA Forest Service, Southern Region.

to health at his home, Sam Servis, Harlow Yaeger, Robert Earl, Kay Flock, Peg Pfinsten, Paul Jones, Homer Pickens, and J. Morgan Smith. Many of them hadn't seen each other in years.

We also visited with former Associated Press reporter Dorothy Gray Guck, who took us on a tour of the Smokey Bear Museum erected by the citizens of Capitan. Dorothy is still an ebullient cheerleader for her town and its part in the story of Smokey.

Another high point was our crew's trip to California. Our contacts within the California Department of Forestry and Fire Protection (CDF) couldn't have been more helpful. Charlie Jakobs of the Nevada-Yuba-Placer Fire Depot arranged for numerous school groups to enjoy Ann Lang's remarkable collection of Smokey memorabilia—and we were there to film the children's exclamations. In addition, Rich Just brought the CDF's



Newsweek featured Smokey on this cover less than a decade after Smokey was created. Photo: ©1952, Newsweek, Inc. All rights reserved. Reprinted by permission.

"Smokey Museum" to the Chico Mall for our camera. Gene Dowdy, the manager of the Forest Service's National Special Prevention Activities Program, also shared his experiences, especially those of Smokey and the American Cowboy, and "rounded up" John Growney, a very photogenic rodeo producer, to appear in the video. Again I was struck by the sincerity and dedication of those who love Smokey Bear.

Video Editing and Availability

Now I'm at the editing stage—as of this writing—trying to craft a creditable history that will prove interesting to the general public. It can be about 25 minutes long and I have 18 hours of material—a normal shooting ratio but a challenge nevertheless. But now I also have a lot of memories of my own, from the wonderful people I've met along the way. ■

The video "50 Years with Smokey Bear" was previewed in Washington, DC, on September 22 and is currently being distributed.

"A Celebration of the Past and Springboard to the Future"

James C. Sorenson

Mark this date, time, and place on your calendar now—August 9, 1994, Tuesday, from 11 a.m. until 3 p.m. on the Mall in Washington, DC. Everyone is invited to "A Celebration of the Past and Springboard to the Future"—the national festival celebrating Smokey Bear's 50th Anniversary. The festival will spotlight—

- Smokey and his golden anniversary cake
- Individuals who have supported his prevention efforts for all or many of the 50 years—including those who helped create this famous symbol
- Gifts to Smokey from around the country
- Smokey displays and memorabilia
- "Fifty Years with Smokey Bear"—the historical video

Those attending will carry home samples of Smokey's forest fire prevention "tools," such as his litter bag, button, bookmark, and luggage tag.

Note this celebration is not just a USDA Forest Service event. All of Smokey's friends are invited to

James C. Sorenson is group leader of Rural Community Fire Protection for the USDA Forest Service, Southern Region, Atlanta, GA.



Smokey with his golden anniversary cake, designed by Rudy Wendelin. Photo: James C. Sorenson, USDA Forest Service, Southern Region, 1993.

be on hand to display their forest fire prevention materials from the past—and those planned for the future. This "Capital" event will be the springboard for Smokey's next 50 years of preventing carelessly caused wildland fires. The challenge is to continue to protect our legacy from the past while ensuring that Smokey Bear and wildfire prevention will meet the needs of the future.

Anyone interested in participating should contact Jim Sorenson, coordinator for the celebration, by telephone—404-347-4243, DG—J.Sorenson:R08C, or FAX—404-347-3270. ■

Smokey Bear: The Advertising Council's Oldest Customer

John O'Toole

In the spring of 1942, just months after the United States declared war on Japan, an enemy submarine surfaced off the coast of southern California and fired a volley of shells into an oil field near Santa Barbara.

The only enduring result of the attack was the creation of Smokey Bear and the longest running campaign in the history of American advertising.

The shells landed close to the Los Padres National Forest and initiated a panic among government officials, who were just beginning to comprehend the enormous role lumber was to play in our war effort. Every Liberty ship (type of large American cargo ship produced in great numbers in World War II) and submarine chaser required hundreds of thousands of board feet. Each year 50 million board feet (200,000 m³)



Only you can prevent forest fires.

John O'Toole is the president of the American Association of Advertising Agencies, New York, NY.



Albert Staehle, artist, 1946.

would be used for gun stocks alone. The Japanese could hurt us more by starting forest fires than by bombing coastal cities. And so, the officials suddenly realized, could well-meaning Americans.

Help From a Volunteer and Cooperator

The USDA Forest Service quickly organized the Cooperative Forest Fire Prevention Campaign and turned to the newly founded War Advertising Council for help. That help was provided by the volunteer advertising agency, Foote, Cone & Belding (FCB), which, as part of the Los Angeles community from early in the century, had ample understanding of the wildfire prevention problem.

Jim Felton, Ed Wilson, and Lou Scott. Pride in being a part of the Forest Fire Account has never

Smokey Bear poster, 1969.

diminished among FCB and the people of Los Angeles. Two who worked on it at the agency in the early years, Jim Felton and Ed Wilson, became volunteer coordinators (now called campaign directors) when each left FCB. Lou Scott began writing for the campaign when he joined the agency in 1950 and

As for success, the Forest Service estimates that forest fires have been reduced by half since the campaign began, despite the fact that 10 times as many people visit our forests today as in the 1940's.

maintained his personal involvement as he became head of the office and then western operations, and finally one of the top three executives of the worldwide company. Scott, now retired, likes to talk about "the best client relationship" in his long career. He came to respect, as well as like, the State Forester and Forest Service people with whom he worked, particularly during such adventures as a major forest fire in Maine in the 1950's and smoke-jumpers' school in 1968. Close to Scott's desk at his home today is an Ad Council silver bell presented to him in 1967 by Secretary of State Dean Acheson.

Jack Foster. Jack Foster, creative director of the agency from 1967 until his retirement several years ago, says, "It's the best account I ever worked on." He also feels it has done more for the agency than any other account, demanding the highest creative standards and giving young writers and art directors a chance to spread their wings.

Certainly the creative peaks have been exhilarating ones. There have been posters such as the one showing a charred wooden sign with its message: "PLEASE BE CAREFUL WITH FIRE."

For 50 Years—and More To Come

The Advertising Council inc

Can Smokey Bear be 50? He seems forever young. Just the other day, we looked at some new TV commercials and posters starring Smokey and his famous message: "Only YOU can prevent forest fires." The ads are fresh and contemporary. When they run next year, they will appeal to children of the 1990's and their parents and their grandparents, who have trusted Smokey since they were little, too.

Like the forests he protects, Smokey is a renewable resource. His message has been constant for half a century.

Yet, thanks to the wonders performed over that time by three generations of his creators at the Foote, Cone & Belding advertising agency, Smokey has kept up with changing times.

In World War II, when there were fears that forest fires might be set by balloon-borne explosives riding east over the Pacific, Smokey was a warrior in defense of the country.

When peace came and families took to the highways and the parks, Smokey was the original advocate for fire prevention. Through those messages, he also reminded the public that everyone must help protect the environment.

Since it became a mass medium in the early 1950's, television has given Smokey a degree of public recognition so high that it is equalled by only a handful of other characters, including Mickey Mouse and Santa Claus.

The oldest of our 30 national campaigns at The Ad Council, Smokey has lent his identity to an entire category of advertising. When people ask what we do or what we mean by public service advertising, the readiest answer seems to be, "Well, you know. We're the ones who do Smokey Bear."

I hope we'll be doing Smokey Bear for years to come. Each new generation of children needs to hear and read his message. It bears repeating whenever adults seek solace among the national treasures that are our forest lands.

Smokey is a national treasure, too. And like healthy woodlands, his personality and appeal are forever young and growing. Happy birthday, dear friend.

Sincerely,



Ruth A. Wooden
President
The Advertising Council, Inc.



Photo: The Advertising Council, Inc.



There was the commercial in which the camera moves from the tip of a giant fir tree to its base. As the movement begins, an announcer says, "In the time it takes to grow a tree, you can grow a country." As we travel down the full length of the trunk, snatches of music and historic voices recreate the history of America. We stop on a bed of pine needles where a careless match has just been tossed and Smokey's famous line is delivered. In a radio spot in which we hear the rustling and bird songs of the forest, a voice reminds us how easily these precious sounds can be silenced by a devastating fire. The voice concludes, "I ought to know. I'm Ray Charles." Celebrities have been unusually generous in contributing their talents to this cause. To name just a few: Norman Rockwell, Louis Armstrong, John Wayne, Gregory Peck, James Mason, Rudy Vallee, Vicki Carr, and Ella Fitzgerald. (Neither of the colas can claim a roster of endorsers like that!)

Albert Staehle. But the celebrity most closely associated with the campaign is the one created in 1944, Smokey Bear. (He is not, by the way, Smokey *the* Bear.) First designed by artist Albert Staehle, Smokey went through several makeovers until he was simplified into a symbol in 1970. The most recent recognition and awareness study conducted on the symbol showed 95 percent of adults and 85 percent of children between 8 and 12 are not only aware of Smokey but able to identify him with fire prevention. Ninety-six percent of the public recognizes the line "Only YOU can prevent forest fires" and have strong feelings about it. Thus, while it is surely the longest running public service campaign in America, it is probably the best known and most popular as well.

As for success, the Forest Service estimates that forest fires have been reduced by half since the campaign began, despite the fact that 10 times as many people visit our forests today as in the 1940's.

Smokey Bear continues to be a well-loved figure in parades: he both waves to us from floats and hovers

A Golden Smokey for the Children of America



Judy Bell receiving a 1957 Golden Smokey for "The Children of America" from President Dwight D. Eisenhower. Photo: USDA Forest Service, 1958.



To Judy Bell from SMOKEY Bear Headquarters, Washington, DC

Sketch of Smokey Bear, drawn by Rudy Wendelin and presented to Judy Bell in 1958 by Smokey Bear Washington, DC, headquarters. Photo: USDA Forest Service.

high above in the form of a giant balloon. He figures in jokes on late-night television, appears on T-shirts and bumper stickers, and is a best-

selling stuffed doll. Unlike those of us who have worked with him, Smokey Bear never seems to age. We hope he never will. ■

Golden Smokey Award

Terry L. West

The most prominent fire prevention effort in the final year of World War II and the years following was Cooperative Forest Fire Prevention's Smokey Bear campaign, a campaign cosponsored by the Forest Service, National Association of State Foresters, and The Advertising Council. The annual decline in the number of forest fires—even when the number of people visiting the national forests was surpassing previous records—can be attributed to the public response to Smokey Bear's fire prevention message.

President Eisenhower Awards the Golden Smokey

Six years after the start of the Smokey Bear campaign, a real bear cub injured in a Lincoln National Forest fire and nursed back to health by Ray and Ruth Bell, with the help of their 4-year-old daughter, Judy, was chosen to be "real-life" Smokey. For 1957, President Dwight D. Eisenhower awarded in 1958 a Golden Smokey statuette to "The Children of America," who were represented by Judy Bell. In part, the statuette recognized the "fine cooperation the children of America have given forest fire prevention."

The Golden Smokey statuette, developed by Rudy Wendelin, a Forest Service artist who modeled the statuette after Hollywood's "Oscar," is awarded on behalf of the three wildfire prevention campaign partners. Before the

Golden Smokey Award, in the mid-1950's, scrolls were awarded those who made important contributions to forest fire prevention.

Who Receives the Award?

At first, only outstanding organizations who helped in fire prevention on a national level received the Golden Smokey Award. Later, an individual who made a national contribution to wildfire prevention

for 2 years or more could receive one as well. These and later recipients are listed below.

Silver statuettes were subsequently developed to recognize persons or organizations that made outstanding regional or multistate contributions to prevention for 2 years or more. Now there is a bronze version to recognize organizations or individuals making contributions statewide for 2 or more years. ■

The Golden Smokey Bear Award Recipients

1957	The Advertising Council, Inc. American Forestry Association American Forest Products Institute The Children of America	1969	Philmont Scout Ranch and Explorer Bose
1958	The Radio and Television Broadcasters of America	1970	Liller, Neol, Bottle & Lindsay, Inc.
1959	Foot, Cone & Belding Newspapers of America National Editorial Association Newspaper Advertising Executives Association American Newspaper Publishers Association U.S. Postal Service	1971	Walt Disney Productions
1960	National Association of Transit Advertising, Inc.	1972	Rudolph A. Wendelin
1962	National Education Association Society of American Foresters	1975	Moc's Department Store
1963	General Federation of Women's Clubs Native Sons and Daughters of the Golden West	1976	James P. Felton, Volunteer Advertising Coordinator for the CFFP Program Virginia Division of Forestry
1964	Russell Z. Eller, Volunteer Advertising Coordinator for the CFFP Program National Council of State Garden Clubs, Inc.	1978	Pennsylvania Bureau of Forestry
1965	Ideal Toy Company National Zoological Park, Washington, DC	1979	California Department of Forestry
1966	Western Forestry and Conservation Association	1980	Condon Forestry Association City of Torrence, CA, and Torrence's Rose Float Association
1967	Fire Weather Service (The U.S. Weather Bureau)	1982	"Romper Room"
1968	"The Lottie Show"	1984	Boy Scouts of America
		1985	John Betheo USDA Pacific Southwest Region America's Outdoor Writers
		1986	Joe Boker James R. Miller
		1987	Nancy A. Budd William Keim Horry R. "Punky" McClellon
		1988	Cable News Network's Weather Channel Del Holl
		1989	John N. Groff
		1990	Arthur Creelmon
		1991	Nelson/Weather-Rite Company Professional Rodeo Cowboys Association

No awards were given in 1961, 1973, 1974, 1977, 1981, 1983, and 1992.

Terry L. West is the historian for the USDA Forest Service, Public Affairs Office, Washington, DC.

Prevention's Role in Fire Management



James E. Grant, Jr.

Fire, one of the great forces of nature, has shaped our forests and landscapes since the beginning of time. Native Americans, ranchers, farmers, homeowners, and land managers have successfully used fire to attain a wide variety of goals. Fire has driven game animals to the hunter, greened up pastures, burned debris, and reduced the amount of fuel in forest stands.

Evolution of Fire Prevention

The use of fire was extensive and indiscriminate in many areas of the United States during the 1920's and early 1930's. Then the fear of widespread burning and the onset of World War II prompted the development of a nationwide fire prevention program in the mid-1940's. Smokey Bear was introduced, and his message helped reduce the number of fires people carelessly cause each year. In half a century, fire prevention programs evolved to become an integral part of the total fire management program.

The Three "E's" of Prevention

The National Wildfire Coordinating Group (an inter-agency group that develops national standards for wildfire prevention and management) recognizes

that fire prevention has three components: education, enforcement, and engineering.

James E. Grant, Jr., is public affairs manager for the Arkansas Forestry Commission, Little Rock, AR.

Education has been the preferred component for its long-lasting and effective outcome, but it cannot do the entire job.

Education. Education programs centered around Smokey Bear and his slogan have worked well for the past 50 years. Smokey grabs everyone's attention—especially children's. Fire prevention specialists have learned that children must be introduced to

Fire prevention is the most cost-effective part of fire management since it is proactive, not reactive.

fire prevention while their value systems are being developed. Smokey and his message can make a big impact on children when they are between the ages of 4 and 12. Of course, Smokey has also helped fire prevention specialists explain to people—who annually cause most of the wildfires on Federal, State, and private lands—we all are responsible for protecting our forest and other natural resources.

Enforcement. While the public is generally aware that there are laws regulating our behavior with fire in forests, they may not be aware that they can be prosecuted for the damage their fires cause. Prevention specialists not only inform the public about wildfire statutes and regulations, they also issue citations when regulations are not followed, investigate the causes of suspicious wildland fires, and prepare court cases when individuals violate existing laws. Such law enforcement activities can act as preventive measures—they can deter others from violating the same or similar laws.

Engineering. Most members of the public and some fire managers are unfamiliar with engineering as a wildfire prevention measure. Fire managers, however, may use this component every day to prevent forest fires. They may separate the heat source from the fuel (combustible material), shield fuels



Smokey makes a friend on his visit to the Tujunga Ranger District, Angeles National Forest, during the USDA Forest Service Centennial Celebration in 1991. Photo: Sabrina Keen, Angeles National Forest.

from heat sources to prevent contact, or reduce or eliminate fuels when the heat source must remain. Specific examples of engineering include closing forest areas to separate people (possible ignition sources) from dry vegetation; using spark arresters on vehicles, equipment, and chimneys to shield grass and brush from sparks; and using prescribed burning to reduce or eliminate grasses or other vegetation in forest stands and along railroad tracks.

Planned Fires

Although not commonly understood a few decades ago, fire managers now recognize that periodic fire has been a major part of the development of many important forest ecosystems. Where serotinous cones exist, for example, lightning-caused fires regenerate forests by heating the cones enough to cause them to disperse their seeds. In longleaf pine stands of the South, fire is needed to prevent the brown spot needle blight disease that could kill pine seedlings. To simulate nature's use of fire, managers plan and deliberately set prescribed burns in fire-dependent ecosystems.

They have learned, however, that they also need an education program to explain to citizens why one human-set fire is "good," while another is "bad," possibly resulting in a stiff fine or prison sentence for the person responsible.

Prevention Is Cost Effective

We will never be able to prevent all forest fires; nature will see to that. With agency budgets either remaining at the same levels year after year—or being reduced—fire prevention becomes even more important than it has been in the past. Fire prevention is the most cost-effective part of fire management since it is proactive, not reactive. Reaction to a fire is costly because people and equipment required for each suppression effort are expensive. The loss of resources as a result of wildfires must also be recognized as part of the total expense of fire suppression.

In the past 50 years, fire prevention has successfully reduced the number of forest fires carelessly caused by people. But there is still a long way to go. Successful fire management programs of the future will promote the use of prescribed fire and the enforcement of fire laws and regulations. Fire managers will continue to use Smokey Bear to make all of us aware of our personal responsibilities to prevent forest fires. Remember . . . Smokey has for the past half century and will continue to remember for the next. ■



Smokey Bear reminds everyone from children to forest rangers to prevent carelessly started forest fires all year round. Photo: USDA Forest Service, 1991.







REMEMBER...



SMOKEY HAS FOR FIFTY YEARS

16USCS580

**We should all be concerned about
the future because we will have to
spend the rest of our lives there.**

— CHARLES F. KETTERING



You have so many reasons to
PROTECT YOUR FORESTS



Remember-
only **YOU** can prevent fore



*Please, Mister,
DON'T BE CARELESS*

PREVENT FOREST FIRES
Greater danger than ever!

1962

1944



1980

Fire Management Notes

974

Smokey's Impact in Michigan After 50 Years



Donald Johnson

Smokey Bear has been guarding Michigan's natural resources for five decades. This brown bear with the ranger's hat and blue jeans has taught several generations of children and adults across the State their responsibility to prevent wildfires.

Over the years, Smokey has made quite an impact with Michigan folks from all walks of life. The Michigan Department of Natural Resources (DNR) has estimated a 1- to 2-percent reduction in wildfire starts per year—and this reduction can be attributed to Smokey's presence. Since the beginning of Smokey's campaign in 1944, the number of people using Michigan's natural resources has increased dramatically, yet the number of human-caused wildfires has decreased. Michigan's population has grown from 5.5 million to over 9 million. (The number of rural homes has increased from 1 million to 1.7 million just since 1970.) However, the number of wildfires has dropped from 2.1 fires per 1,000 population to 0.97 since Smokey Bear came on the scene (fig. 1).

Mechanical Smokey With Arthur Godfrey's Voice

In the 1950's, a mechanical statue of Smokey was developed, complete with movable head. The DNR used

this statue with school groups, at fairs, and in parades to spread Smokey's wildfire prevention message. Smokey had a tape-recorded voice—provided by Arthur Godfrey—that instructed children and their families how to prevent wildfires.

To transport it easily, the statue was mounted on a trailer. The trailer included a diorama depicting a department field office with a fire tower, a fire scene with a tractor plow plowing a fireline, and

the aftermath of the fire complete with the destruction that wildfires can cause.



Smokey Bear and Smokey, Jr. pose in front of a Michigan Department of Conservation suppression vehicle in 1967. Photo: Larry McConnell, Michigan Department of Natural Resources.

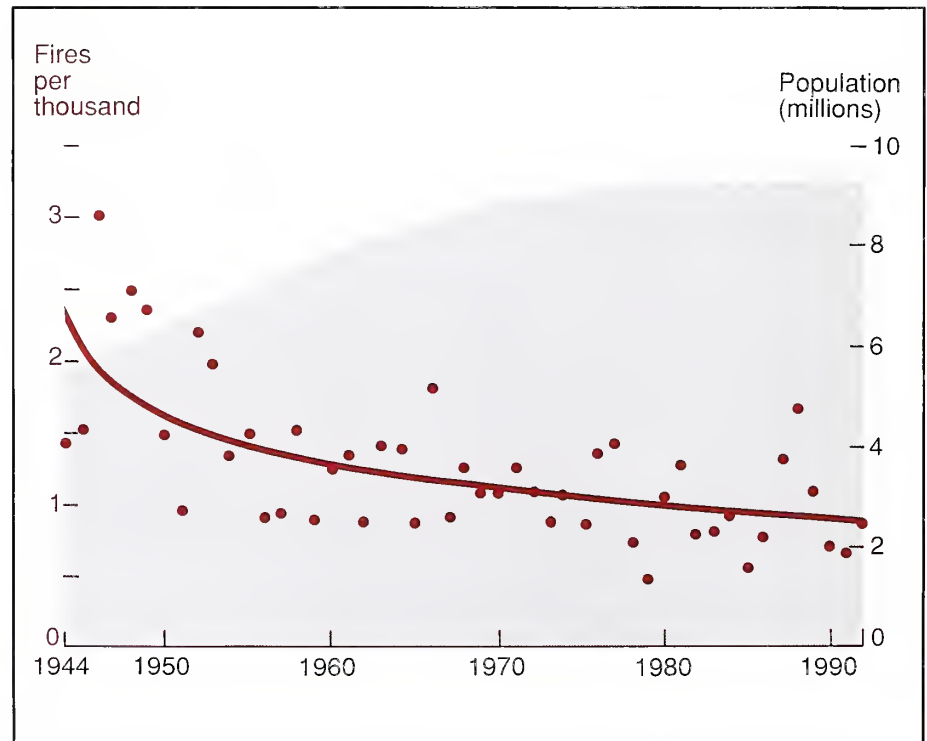


Figure 1—Michigan wildfires per 1,000 population—1944-1992.

Donald Johnson is a fire prevention specialist for the Michigan Department of Natural Resources, Forest Management Division, Lansing, MI.

Smokey and Smokey, Jr.

While the Smokey statue was used successfully for many years, it was very laborious to set up and move, so it eventually gave way to the Smokey costume. In addition, the DNR also used a Smokey, Jr., costume that was essentially a smaller version of the full-sized costume. Smokey, Jr., would often

Smokey has been a busy bear in the 50 years since he became the Nation's forest fire prevention symbol, helping generations of Michigan residents heed their responsibility for wildfire prevention.

be played by the children of DNR firefighters. Together, the two would participate in parades and school programs, spreading the fire safety message.

Michigan Interagency Cooperation

Smokey has always been a cooperative bear, eager to help both State and Federal wildfire agencies. In the late 1970's, fire managers in Michigan saw the need for better cooperation between agencies so wildfire prevention efforts in the State could be better focused and all agencies could speak with one voice. The Michigan Interagency Wildfire Prevention Group (MIWPG) was organized in 1981 in response to that need.

The MIWPG was the first of its type in the Nation—all the wildfire agencies in State were brought together under one organizational

Smokey Bear's Message— a Way of Life

NATIONAL ASSOCIATION OF STATE FORESTERS



Smokey Bear's timeless message has become a way of life. We've all seen the instant recognition, respect, and near reverence on the faces of youngsters as they wait at the State Fair to stand next to Smokey Bear.

We've heard his words spoken as often by 4-year-olds as by their parents and grandparents—"Remember, only YOU can prevent forest fires."

We've all stood in a classroom or open air fair and watched in amazement as a bear—a mere brown bear—has taught more to an entire generation in 20 minutes than many can teach in a lifetime.

You and I have witnessed much more than a mere bear at work. We've seen the magic of an enduring cultural symbol, an icon—Smokey Bear.

Next to fire retardant, a Pulaski, and a well-organized fire crew, there is no better tool to fight wildfire than Smokey Bear. The collective fire service has been extremely effective in protecting valuable and scenic forest land. On this anniversary, we also rededicate ourselves to fire prevention, to public education, to the simple and enduring message: "Remember . . ."

This is a changing time in natural resource management, and State agencies recognize that we are all challenged to do a little more with a little less—and that perceptions about fire are changing.

One thing remains rock solid: Smokey Bear's timeless message that we all have an important role to play when it comes to protecting our forests from fire.

Happy anniversary, Smokey.

Sincerely,

James E. Brown
President
National Association of State Foresters



Photo: Oregon Department of Forestry.

the Governor's Executive Declaration to focus public attention on the spring wildfire season.

Forming Partnerships

Smokey and the MIWPG formed a partnership with Glen's Markets in 1991 to promote wildfire prevention week. Glen's, a northern Michigan firm, gave Smokey access to each of its 21 stores—customers were greeted and told how important they were in preventing wildfires. Prevention ads in Glen's weekly flier reached 180,000 homes.

Glen's corporate management is enthusiastic about the partnership because it brings people into their stores to see Smokey. Prevention efforts in northern Michigan have been

greatly expanded by providing Smokey with an increased audience.

Smokey Focuses on Debris-Burning Fires

Debris-burning fires have been a primary fire problem for several years. One-third of all wildfires in the State stem from this cause, and Smokey has focused most of his efforts on this problem.

In 1993, Smokey helped the MIWPG inform people of a moratorium on the issuance of burning permits. Called "Give Us 4—Four Weeks Without Open Burning," the program was designed to reduce debris-burning fires by prohibiting open burning during the most critical 4 weeks of the spring wildfire season when 47 percent of Michigan's wildfires occur (fig. 2).



This Smokey Bear statue visited Michigan schools and fairs and traveled in parades throughout the State in the 1950's and 1960's. Photo: Larry McConnell, Michigan Department of Natural Resources.

umbrella to improve prevention efforts. The agencies included are as follows:

- Michigan Department of Natural Resources Forest Management Division
- USDA Forest Service Ottawa, Hiawatha, and Huron-Manistee National Forests and the North Central Forest Experiment Station
- Michigan Fire Chief's Association
- Michigan State Police Fire Marshall Division
- Michigan State Firemen's Association
- Department of the Interior (DOI) National Park Service Sleeping Bear and Pictured Rocks National Lakeshores
- DOI Fish and Wildlife Service Seney National Wildlife Refuge.

One of the MIWPG's first successes was wildfire prevention week—first inaugurated in 1985 by

North Carolina's "Big Smokey"

North Carolina's "Big Smokey," the 600-pound (272-kg) and 21-foot (6.4-m) tall statue, designed and built by Chris Carlson, staff artist for North Carolina's Division of Forest Resources, is a popular attraction at State and county fairs. Photo: North Carolina Division of Forest Resources.



GIVE US 4



FOUR WEEKS WITHOUT OPEN BURNING

Historically, spring is when most wildfires occur in Michigan. It is also the time when most large wildfires occur. To reduce the number of wildfires, fire agencies across the state will not be issuing burning permits under the State Forest Fire Law from April 17 - May 16, 1993.

Do your part to prevent wildfires. Give us four weeks without open burning

Sponsored by the Michigan Interagency Wildfire Prevention Group



Figure 2—MIWPG ad for the 1993 campaign: "Give us 4—Four Weeks Without Open Burning."

Smokey has been a very busy bear in the nearly 50 years since he became the Nation's forest fire prevention symbol. He's helped generations of Michigan residents heed their responsibility for wildfire prevention. No doubt he'll be just as busy over the next 50 years. ■

Smokey's friends don't play with matches.



Only you can prevent forest fires

Smokey Bear poster, 1967.

A Long-Term Success in Virginia



Don T. Morton

Smokey Bear and fire prevention have a long history of success in Virginia. In fact, in 1951 the then-Virginia Division of Forestry commissioned the Waas Costume Company of Philadelphia, PA, to make a Smokey Bear costume for use in the State. The division's costume was one of the first Smokey costumes in the Nation (Rodger 1983). Today, the department uses 60 bear suits almost daily.

In 1992 alone, department personnel (usually accompanied by Smokey) presented 3,421 programs at public and private schools and participated in 716 parades, fairs, and exhibits. They distributed 15,000 wall calendars and 60,000 wallet calendars, developed by the department, featuring Smokey and a fire prevention message. This distribution of the prevention calendars continues a long-standing public information effort by the department (Stoddard 1988). Large quantities of fire prevention materials from the Cooperative Forest Fire Prevention Program and National Association of State Foresters were also distributed.

The effectiveness of the department's long-term commitment to Smokey and fire prevention can be shown by comparing the fire occurrence record in Virginia with other States in the region. A 5-year average of fire occurrence per million acres (404,686 ha) of private, local, and State-owned protected lands

Don T. Morton is the chief of Fire Management for the Department of Forestry, Charlottesville, VA.



Smokey (as he looked in Virginia in 1951) with George W. Dean, the State Forester of Virginia from 1944 to 1973. Photo: Virginia Department of Forestry, 1951.

shows that Virginia has the lowest average of these States—104 fires. The next closest State average was 139, while the highest was 533.

A Forest Service study done in Virginia several years ago showed that for every dollar spent in prevention, four were saved in suppression costs; or, in comparison with firefighting costs in neighboring States, the Virginia fire prevention program is saving State taxpayers \$1,431,208 in fire suppression costs annually (Graff 1989).

Virginia is proud to be a long-term supporter of Smokey Bear. We are looking forward to celebrating Smokey's 50th. ■

Fire Management Notes has published information on Virginia fire prevention programs in earlier issues: E.E. Rodger, "Forest Fire Prevention Education in Virginia Schools," 1983, 44(1):3-5; Maynard Stoddard, "Celebrity Wildfire Prevention," 1988, 49(3):11; John N. Graff, "Wildfire Law Enforcement—Virginia Style," 1989, 50(1):16-18.

Prevention Programs Revitalized in New Mexico



Elizabeth Kalish

Children building a campfire on the Sandia Ranger District east of Albuquerque, NM, started a 3-acre (1.2 ha) wildfire that threatened to cross the forest boundary into a subdivision a few years ago. About the same time, black bears came out of a mountain area, appeared on the streets of Albuquerque, and renewed the local community's interest in these animals. The two events gave Neel Marsh, public affairs specialist, the opportunity to revitalize, intensify, and expand prevention education using Smokey Bear. Marsh knew the timing was right for Smokey to make his move in local schools.

Marsh firmly believes that children are our future. He knows they are concerned about the environment they will inherit. Also he is aware that they are full of energy and curious about everything—including matches. Marsh maintains that we can redirect children's energies so that they will enthusiastically help protect natural resources rather than destroy them. He and two Senior Community Service Employment Program (SCSEP) enrollees, Charlie Swing and Rod Masters, are actively involved in rechanneling the curiosity, energy, and willingness of the children who attend Albuquerque public and private schools, daycare centers, and schools in adjacent counties to help the children become activists in wildfire prevention.

The SCSEP program is a Department of Labor program giving older people the chance to work 3 days a week, up to 1,300 hours per year.

Elizabeth Kalish is a fire planner for the USDA Forest Service, Cibola National Forest, Albuquerque, NM.

Children learn their critical role in preventing fires, how not to disturb wildlife, and why they should not leave litter in the forest.

Swing and Masters enjoy working with children and are very committed to the Smokey Bear program.

Sandia Ranger District

Surrounded by large wildland-urban interface areas, the 100,000-acre (40,469-ha) district is 40-percent wilderness. It has a ski area, a scenic byway, and many opportunities for recreation. Visitors to the district can ski cross country, picnic, snowshoe, hike, and enjoy equestrian trails.

The district is surrounded by housing developments. Annually, over 1 million people visit the ranger district. Between 1982 and 1991, the

wilderness area had 30 fires that burned 40.2 acres (16.3 ha). The rest of the district, including the wildland-interface areas, had 41 fires that burned 321.9 acres (130.3 ha).

The Prevention Programs

The prevention program that started 15 years ago reached 2,000 to 3,000 children each year. In the past 3 years, however, the number of children reached has grown to more than 10,000 children per year. This is due in part to increased contacts within the Albuquerque Public Schools, acquiring the two SCSEP enrollees, and sharing some of the responsibilities with the Southwestern Forest Service Speaker's Bureau. The Bureau is a group of Forest Service employees available to speak to groups about Smokey Bear and fire safety, forestry, natural resource careers, wildlife, minerals, mining, recreation, archaeology, or the Forest Service mission.



Smokey greets a child on the Sandia Ranger District where youngsters know that fire prevention is everybody's job. Photo: Neel Marsh, USDA Forest Service, Cibola National Forest.

The prevention program targets younger age groups—primarily preschool through fifth grade, although some emphasis is placed on sixth through eighth grades. With Smokey Bear as the focal point, the program highlights fire prevention and home safety. On occasion, the three presenters also add messages about environmental sensitivity, recycling, and environmental education. During the December holiday season, a program entitled “A Land For All Seasons” reached 8,500 children. The presentation is an overview of a small forest and opportunities offered there all year long. The children are introduced to fire lookouts, picnic grounds, campgrounds, fishable waters, wilderness areas, and equestrian activities. The program emphasizes the responsibilities children have to protect forest resources. Children learn their critical role in preventing fires, how not to disturb wildlife, and why they should not leave litter in the forest. Marsh is currently working with Isleta Pueblo Indian children in their school’s gifted program to make a table-sized display that will be used with the presentation. The Forest Service supplies building materials; the Albuquerque Museum of Natural History, technical advice; and the children, the labor to complete the project.

Marsh, Swing, and Masters measure the success of their involvement with the children by the reactions they get. They see and feel the general excitement in the room the moment Smokey enters. And they’ve learned that for most children, Smokey’s impact is long lasting. It’s not unusual for children to tell Marsh, Swing, or Masters that they still remember Smokey’s visit to their class when they were “little kids.” Such comments indicate that the Smokey Bear prevention programs are making a difference and undoubtedly saving wildlands from fires people might have carelessly caused. ■

Smokey Goes to a Ronald McDonald House

Catherine M. Bojalad

It’s not unusual for Forest Service employees to go out of their way on their own time to do something for others. So when quilter Millie Baumgartner asked the staff at the North Central Forest Experiment Station (NCFES) in East Lansing, MI, if they’d like to donate time, money, or both to a worthy cause, she soon had more than a handful of volunteers. The project was a Smokey Bear quilt for a Ronald McDonald House being built in Grand Rapids, MI. The nonprofit Ronald McDonald Houses—150 around the world—offer minimal-cost housing to families while their children are hospitalized. Many of the bedcovers in the houses are furnished by volunteer quilters.

Baumgartner had personal experiences with a sick child years before such hostels existed and still remembered how difficult it was to have a child in the hospital. Because her forester husband, Dave, was a research scientist in NCFES’s economics project (he has since retired), she knew that a Smokey Bear theme would be appropriate. “I thought members, spouses, former employees, and friends of the East Lansing unit could create a quilt featuring Smokey, whose image and message are recognized by everyone. And I knew this well-known bear would especially appeal to children.”

Catherine M. Bojalad was a volunteer for the USDA Forest Service, North Central Forest Experiment Station, East Lansing, MI. Ms. Bojalad, senior English major at Michigan State University, served as an intern for a semester to this commemorative issue of Fire Management Notes.



From left to right, Brandi Stephens, Dakota Wayne Willis, and Melissa Denney enjoy the Smokey Bear quilt in the recreation room of the Ronald McDonald House in Grand Rapids, MI. Photo: Western Michigan Ronald McDonald House, 1993.

Baumgartner not only created an appropriate design, but also selected the fabrics for the volunteer quilters. She was almost totally responsible for the central panel; others created their own versions of deciduous and coniferous trees and helped sew the bear paws for the border. Finally after 10 months, the quilt was finished, and Baumgartner was able to sew on a label naming the 16 men and women who had contributed to the project.

In the spring of 1991, NCFES staff members and Baumgartner presented the quilt to the newly constructed Ronald McDonald House. And to this day, it has never been on a bed! It is a wall-hanging in the recreation room. Baumgartner has said about the project: “I hope our gift of love lets the families who use the facility know that we hope for their children’s speedy recovery and a life of good health and happiness.” ■



Can Cooperative Efforts Help Smokey Reduce Wildfires?

Michael G. McGowan

During the mid-1970's when the population of Fairbanks, AK, was about 62,500, the average number of forest fires people carelessly caused was 120 per year. By the mid-1980's, the population had climbed to 75,000, and the average number of fires had risen to 172. In 1985, the Alaska Division of Forestry (the division) decided that something had to be done to reduce these escalating numbers of wildfires. With the cooperation of 14 local fire departments and the Interior Alaska Fire Chiefs Association, the division established a comprehensive fire prevention program. The division has since assigned three seasonal fire prevention technicians (who are qualified for initial attack) to ensure that the program achieves its goal. Simply stated, that goal is to reduce the average number of human-caused fires on all forested land under the division's protection. Following is a brief description of the "Smokey Bear" components of the prevention plan.

Schools and Smokey Bear

Each spring, the three State fire prevention technicians present programs at 23 elementary schools where they reach as many as 4,500 children and 250 teachers. The programs alert the audiences to the most common activities that cause forest fires and teach them how to

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prevent such fires from occurring. In odd-numbered years, the technicians work with kindergarten through third grades, and Smokey Bear makes an appearance to shake hands with everyone. During the even-numbered years, they instruct fourth through sixth graders to be careful with their outdoor activities around

Cooperative prevention efforts have reduced wildfires in the Fairbanks area by 42 percent in 6 years.

their homes in the wildland-urban interface. During the visits, the technicians provide teachers with forest fire prevention posters and kits for their classrooms.

Smokey Bear also makes numerous appearances throughout the summer—at preschools, in parades, and at the State Fair. When Smokey encourages children to practice good habits of fire prevention at an early age, they grow up knowing how to prevent forest fires and why they should do so. In addition, children take this message home and remind parents to help prevent forest fires.

Road Signs and Road Patrols

Life-sized Smokey Bear signs attract motorists' attention when they drive out of Fairbanks on any of the three major highways. The division also maintains smaller Smokey Bear signs on major roads throughout the wildland-urban interface. During the fire season, fire

prevention technicians conduct road patrols to contact local residents, issue burning permits, and ensure compliance with laws and regulations. The tailgate of one prevention vehicle displays a colorful sign that reports fire-danger levels. Also, during periods of high-fire danger, engine crews supplement road patrols. The high visibility of the fire engines at this time helps remind people to be more careful with their outdoor activities.

Media Releases and Public Service Announcements

Local fire departments have donated funding through the Interior Alaska Fire Chiefs Association to produce fire prevention advertisements. Funding for prime-time airing of these radio and



Michael McGowan and his daughter Erin Rose with Smokey on the Fourth of July in Fairbanks. They are handing out forest fire prevention buttons. Photo: Kathy McGowan, Alaska Department of Natural Resources, Fairbanks, AK, 1992.

television messages has been made possible through the division; local fire departments; USDA Forest Service, State and Private Forestry; the City of North Pole; and the Golden Valley Electric Association. As a public service, the Fairbanks *Daily News-Miner* publishes the fire-danger level with Smokey's logo throughout the fire season (May 1 to September 30) and telephone numbers to call to obtain burn permit information and report forest fires. These have all proven to be an effective means of reaching a large population base around the Fairbanks area.

Results of the Prevention Plan

Cooperative efforts have made the Fairbanks area program a quiet success story. From the high number of wildland fires carelessly caused by people in the mid-1980's (an average of 172), the number of fires



The tailgate of one of the prevention vehicles—complete with Smokey's warning. Photo: Michael McGowan, Alaska Department of Natural Resources, Fairbanks, AK, 1992.

dropped to an average of 100 in 1992. This was an all-time low—even though the population has grown by 6 percent since 1985. In other words, cooperative prevention efforts have reduced wildfires by 42 percent in 6 years. ■

This article is the first of two discussions of cooperative prevention efforts in and around Fairbanks, AK. The second will appear in a future issue of Fire Management Notes.

A Different "View" of Smokey Bear

Michael R. Nickle

After the phone quits ringing, the paper work is completed, and all the demands of the average workday have subsided, each of us should be left with a special moment to remember. Sometimes that happens. During our January Smokey school programs, Phil Carpenter and I experienced such a memorable moment.

Phil and I had almost completed our yearly rounds through the county, gaining great expertise in telling the story of Smokey Bear. Our last program had been, I thought, one of our best. But it couldn't compare with the moment that occurred after the final

curtain closed. The shouts of "Bye, Smokey!" were still echoing through the auditorium, when I heard the voice of a teacher calling, "Is Smokey still there?"

I parted the curtains enough to look out and found one of the teachers holding a little girl's hand. The child reminded me of my own little daughters. The teacher asked if the girl could touch Smokey with her hands. For just a second, I was somewhat confused by the request. Then I realized the girl was blind.

I gladly granted the request and took her by the hand to meet Smokey. A little frightened, she asked if the teacher would go with her. Instead, Smokey came over to greet her, and she began to feel his dungarees. Her hands explored the huge, fuzzy chest of the famous Smokey Bear.

I asked Smokey to kneel down so she could touch his hat, his big nose, his eyes. After she had completed her careful examination, she softly said, "Thank you." We could barely answer. Her intense interest and appreciation had brought both of us near tears. Somehow, I doubt I'll ever take Smokey for granted or think of him as "routine." I had a "new" view of Smokey—an enhanced appreciation of the bear, gift of a small girl seeing in a different way than I see—through her hands.

It was a special moment—when a little girl, who could not see, touched and saw Smokey. ■

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Michael Nickle's article first appeared in the March-April, 1993, edition of Forestry News, an internal communication of the Virginia Department of Forestry.

Smokey's Correspondence Sealed With a Paw Print and Fire Prevention Message



Mark McHugh

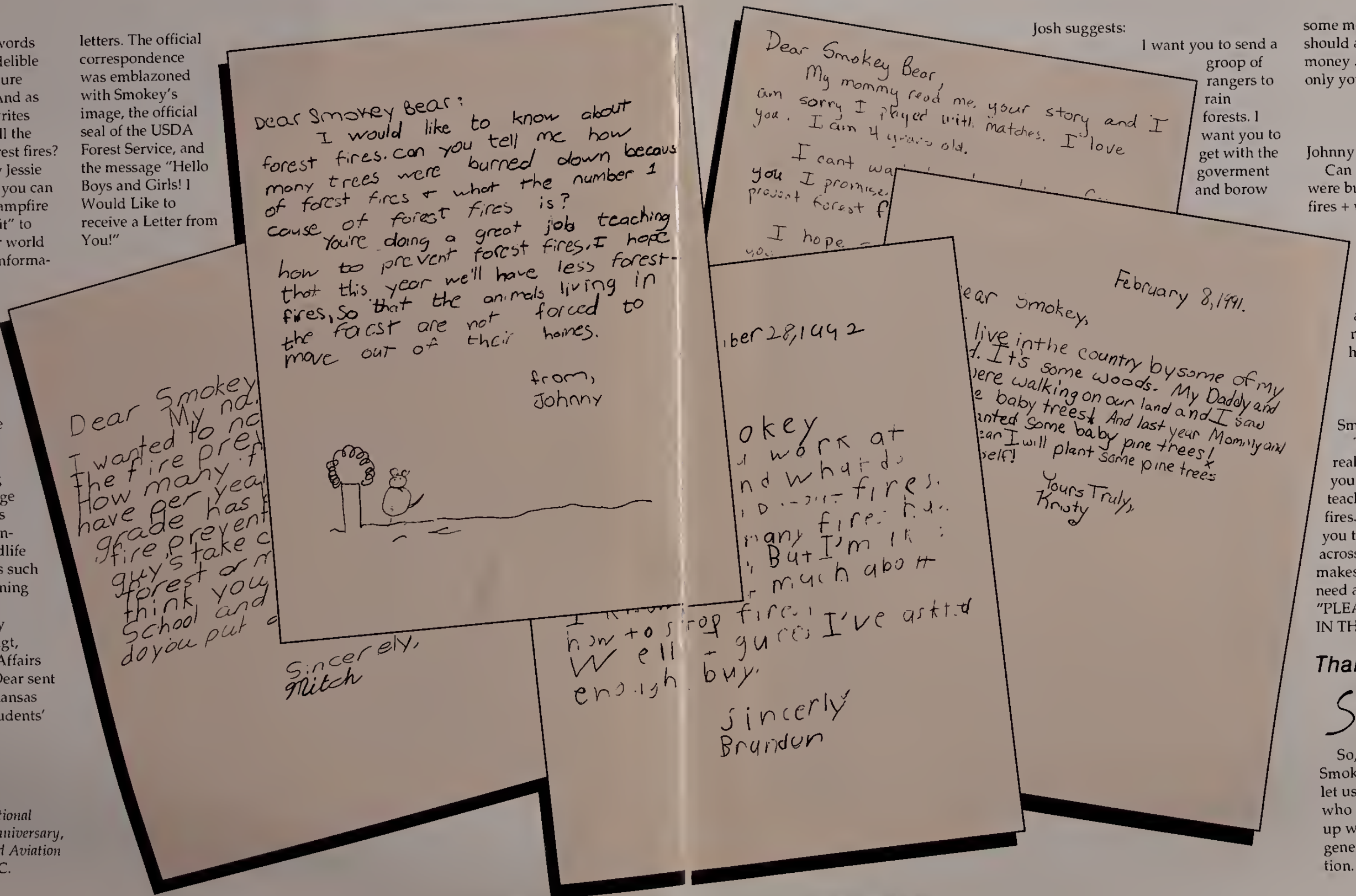
Smokey's legacy and words have remained an indelible part of American culture since World War II. And as his fifth generation writes him letters, the inquiry is still the same: How can I prevent forest fires?

The answer, as written by Jessie Dear, varies from "The way you can help is to always put your campfire 'dead' out before you leave it" to "Planting trees will help our world have cleaner air." Dear, an information receptionist at the Ouachita National Forest Mena Ranger District Office in Mena, AR, replied to a student's letter and signed it with Smokey's paw print in November 1990. Since then, several hundred letters have poured in from the Texas Panhandle to the Catskills.

The topics of these young forest preservers' letters range from domestic issues such as water pollution, wildlife management, recycling, and wildlife management to world issues such as prevention of global warming and rain forest preservation.

The idea was approved by District Ranger Larry Thievagt, along with Ouachita Public Affairs Officer Hank Deutsch, and Dear sent out fliers to five western Arkansas grade schools inviting the students'

letters. The official correspondence was emblazoned with Smokey's image, the official seal of the USDA Forest Service, and the message "Hello Boys and Girls! I Would Like to receive a Letter from You!"



Josh suggests:

I want you to send a group of rangers to rain forests. I want you to get with the government and borrow

some money for the rainforests. You should also have a carnulvul to raes money As smokey the bear sais only you can previt forest fires.
Your Frind,
Josh

Johnny writes:

Can you tell me how many trees were burned down because of forest fires + what the number 1 cause of forest fires is? You're doing a great job teaching how to prevent forest fires. I hope that this year we'll have less forest-fires, so that the animals living in the forest are not forced to move out of their homes.

from,
Johnny

Smokey replies:

Thank you for your letter. I really enjoyed reading it. Thank you for saying I do a great job teaching how to prevent forest fires. It is because of people like you that the message is getting out across the land. You care and that makes you "Smokey's Helper." I need a lot of helpers to ask people to "PLEASE BE CAREFUL WITH FIRE IN THE FOREST!"

Thanks,
Smokey



So, as we prepare to honor Smokey with celebration and tribute, let us honor those like Jessie Dear, who help Smokey's message keep up with the times and teach future generations about forest fire prevention. ■

Mark McHugh assisted the national director of the Smokey Bear Anniversary, USDA Forest Service, Fire and Aviation Management, Washington, DC.

Smokey, Fire Prevention, and Life-Safety Education



Bill Krushak

While all teachers long for proof that students have internalized a lesson, prevention educators rarely have the chance to get such evidence. An exception occurred in December 1992, convincing prevention professionals on the Peaks Ranger District, Coconino National Forest, their education program in the Flagstaff, AZ, elementary schools had lasting effects. And it was better than a student getting an A-plus on a final exam—a 6-year-old may have saved her brother's life!

A Safety Rule Made Personal

Ryan McKinley, a Flagstaff 16-year-old, was helping his family cook a meal when he turned his back to the stove, and somehow his T-shirt caught on fire. Luckily, Tiffany, his young sister, took charge. She yelled, "Ryan, your clothes are on fire. Stop, drop, and roll!" Ryan immediately obeyed, and as a result suffered only minor first degree burns to his back. When her parents asked Tiffany how she knew what to do, she replied that the "fire clowns" had taught her that method in school.

Fire prevention technician Eric Brown created the clown character "Trusty Firefighter." Trusty, Smokey, and a uniformed officer visit the schools with their fire prevention messages—they present lively, interactive skits to over 9,000 elementary children in the greater Flagstaff area each year. Their primary purpose is to prevent unwanted, human-caused fires. One

skit "We all Live in the Forest" points out to students that Flagstaff is completely surrounded by national forests; the youngsters learn how important it is to use fire properly in and near forests.

Trusty also assists City of Flagstaff Fire Department staff when they visit schools during National Fire Prevention week in October. Trusty and the city clown "Father Fire" perform skits based on life



Bill Krushak is a fire prevention officer for the USDA Forest Service, Coconino National Forest, Flagstaff, AZ.

Sheri Fox as Smokey, Eric Brown as Trusty, and student Joe Wickham show thumbs up for fire prevention. Photo: Laurie Smith, USDA Forest Service, Coconino National Forest, 1993.

safety and the National Fire Prevention Association's theme for the year. One of these "fire clown" skits taught Tiffany what to do when someone's clothes catch on fire. Another key skit is "Matches and Lighters are Tools, Not Toys"—children are taught not to play with matches, and if they find some, they should give them to an adult. "Stir,

When district fire prevention personnel evaluated their fire prevention education efforts, they found an 80-percent drop in child-caused fires on the district during the 2 years of the program.

Water, Stir" covers the correct way to extinguish campfires. "911" helps children learn the reporting system for fire and life-safety emergencies.

Program Origins

Prevention professionals on the Peaks Ranger District developed the fire prevention and life-safety education skits after learning of the need for a program that would grasp and hold the interest of a variety of age groups. Those involved in prevention had attended the "Educational Characterization Through Clowning and Puppetry Conference," sponsored by the Arizona Fire and Burn Educator's Association (AFBEA) in February 1991. This conference taught participants how to create and write innovative scripts and lesson plans, develop impromptu skits, apply clown make-up, and build props out of foam rubber. They also learned how to be flexible and adapt material to audiences varying from preschoolers to adults. Although the conference predominantly focused on structural fire prevention, the district prevention personnel used the ideas to

A Garden for Smokey Bear



A 6 1/2-foot (2-m) topiary Smokey sculpture of brush-cherry (*Eugenia myrtifolia*) on a wire frame in the garden of George Roby, retired forest supervisor, Angeles National Forest. Photo: G. A. Roby, Arrowhead International Wildfire Management, Claremont, CA, 1993.

address natural resource objectives and behaviors important to fire prevention.

Other Presentation Topics

In "Surviving Your Vacation," Trusty creates a forest using students and foam props and takes two of the children camping with him. In addition to fire prevention messages, such as how to construct a proper campfire and extinguish it, the students learn other conservation behaviors such as "Tread Lightly," "Pack It In—Pack It Out," "There's Life in Dead Trees," and seatbelt safety. "Cool a Burn with Water" teaches the children the best first-aid available to alleviate the pain of a burn. "Test Your Detector" covers the "care and feeding" of a smoke detector, what a detector sounds like, and what to do if one goes off.

Evaluating the Program

When district fire prevention personnel evaluated their fire prevention education efforts, they found an 80-percent drop in child-caused fires on the district during the 2 years of the program. They also found that children were making

adults aware of how to extinguish campfires—fires from abandoned campfires also had declined. As for success in teaching life-safety skills, the Tiffany and Ryan story is, they're certain, only the beginning.

Program Outreach

In addition to the school programs, the skits are also presented at the Coconino County Fair, Earth Day interagency celebrations, summer camps, picnics, library story hours, and other settings for ages 5 through 75. The prevention personnel also appear before 4-H clubs and Girl and Boy Scout troops and their leaders. Teachers, principals, and agencies throughout the greater Flagstaff area have given the program rave reviews, both verbally and in writing. Many have told the organizers that their program is the best they have seen—it effectively targets a variety of groups. And, everyone seems to agree, the participants have fun!

For further information about the program or the AFBEA conference, contact fire prevention officer Bill Krushak by telephone—602-527-8229 or by DG—B. Krushak: R03F04D03A. ■



Smokey: An International Ambassador

Tere O'Rourke

Soon Smokey Bear will have promoted fire prevention for 50 years in the United States. In addition, he has been a major influence on fire prevention throughout the world. When dignitaries from other countries visit the USDA Forest Service, they usually ask about Smokey Bear and comment on the need for fire prevention education in their country.

"We need a Smokey Bear," says Yuan Haiying, the Chinese Ministry of Forestry representative at the Chinese Embassy in Washington, DC. "We need the Forest Service to help us design a program that will help us reduce forest fires." Currently, people carelessly cause about 70 percent of China's fires. Mr. Yuan hopes that by learning from the success of Smokey Bear, China can minimize these unplanned, unwanted fires.



Fire Prevention Animal Symbols Around the World

Several countries have used the idea behind Smokey Bear to develop their own fire symbols, while others have chosen to use the image of Smokey as their own. The country of Bhutan and parts of Canada use Smokey Bear's image. Chile uses a coipo (like a beaver), Argentina an owl, Spain a rabbit, Ghana a turtle, and Australia has Smokey Koala. However, cultural differences and public perception in other countries can limit the use of animal symbols for prevention education. Greece and France have fire prevention symbols but do not use a spokesanimal.

At the first International Wildland Fire Conference on Meeting



Global Wildland Fire Challenges, held in Boston in 1989, representatives from several countries discussed the use of animal or other characters for fire prevention symbols. Because bears are not a native species in some countries, the universal usage of a bear is not appropriate. The perceived fierce image of a bear also caused concern. Many countries use an animal character that is geographically appropriate, such as a parrot for Ecuador, and characters that are generally perceived as nonthreatening or friendly by the general public. Japan uses a smiling squirrel and Alberta, Canada, uses a colorfully dressed beaver.



Not for Everyone

Culturally it would not be acceptable for some countries to use animal symbols. A Peace Corps volunteer in Honduras tried to use animal symbols and animal puppets as conservation education materials, and the audience



Tere O'Rourke is the international activities coordinator for the USDA Forest Service, Fire and Aviation Management, Washington, DC.



found it very odd. In some countries, such as Honduras, where animal-spread rabies is a large killer of adults, animal symbols do not fare well.

Regardless of the culture, most countries recognize the need for fire prevention education. Some have created extensive fire prevention education campaigns including



roadside billboards, street signs, radio announcements, and television advertisements. In Central America, residents learn about fire prevention from this kind of mass media advertising.

International Cooperation

Throughout the world, Forest Service fire experts work with other governments to develop fire prevention and management programs. From Indonesia to Brazil, Smokey Bear has been the ambassador that has helped other countries take notice of fire

Details from the poster the National Fire Protection Association published for the 1989 International Wildlife Fire Conference, where leaders from over 20 countries met to further international cooperation in wildland fire management. Used by permission, National Fire Protection Association.

Through working with other countries, the Forest Service has been able to share—not only the symbol of Smokey, but also the spirit of fire prevention.



prevention and management in the United States. Through working with other countries, the Forest Service has been able to share—not only the symbol of Smokey, but also the spirit of fire prevention. Perhaps Smokey's international slogan can be "Together, WE can prevent forest fires." ■

¡ Piense Antes De Hacer Un Fuego!



Smokey Bear poster, 1972.

Smokey Bear in Canada

Roxanne Comeau

Since 1956, when the Canadian Forestry Association (CFA) introduced Smokey Bear to Canada, he has become the CFA's forest wildfire prevention symbol. Smokey is now well known in nine Provinces and the Yukon. In Quebec, a chipmunk named Garofeu joins Smokey's cause and is the forest fire awareness symbol there. Bertie Beaver is the Alberta Forest Service mascot as is Tuktu in the Northwest Territories.

Smokey Bear's message is simple—it reminds us that human carelessness is responsible for starting most forest wildfires in North America, and human care is needed to prevent them. It is up to each of us to make certain that needless damage is not done to our forest land through improper use of campfires, debris burning, matches, or smoking material.

Smokey's Friends

Over the years, Smokey has found many friends in Canada. Government agencies, television, radio, and news-

Roxanne Comeau is program coordinator for the Canadian Forestry Association, Ottawa, Canada.

papers as well as youth groups and many others have cooperated with the Provincial Forestry Associations to spread his message. Smokey has appeared on national television, at Blue Jays' games, at western rodeos, and has made countless personal visits to schools. A survey during the summer



**PREVENT
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of 1992 indicated that Smokey and his message reach over 945,000 Canadian children annually. It is not possible to know how many forest fires have been prevented since the start of the campaign, but Smokey and his message are one of the most recognized of all public service efforts. Surveys of school-aged children indicate that over 90 percent of them know that Smokey represents forest wildfire prevention. In Canada, Smokey is as well known as Santa Claus and Mickey Mouse.

The CFA has an operating agreement with the USDA Forest Service, giving the association full control of Smokey's image in Canada. This agreement has brought close cooperation between Canada and the United States for a common objective—wildland fire prevention. In 1994, CFA will be joining with their American friends in celebrating Smokey Bear's 50th Anniversary.

Anniversary Plans

A few of the CFA anniversary plans:

- A national Smokey poster challenge for school-aged children will be conducted, with both provincial and national winners receiving monetary awards.
- The Canadian media will be contacted and encouraged to celebrate Smokey's 50th.
- A booklet for children will help them, their teachers, and their parents understand the importance of wildfire prevention and secure their cooperation in the conservation and sustainable development of Canadian forests and related resources. ■

Wisconsin's Smokey Costume



The Wisconsin Smokey Bear costume, created by Frank Brunner, Jr., a conservation aide at Mercer, WI, in 1950, is the first State Smokey Bear costume. The Smokey Bear head shown here was found in a warehouse by Dave Sleight, a forestry technician, and is now displayed in Mercer, WI. Photo: Charles Zinsmaster, Wisconsin Department of Natural Resources, 1993.

National Special Prevention Activities: A Fire Manager's Tool



Gene Dowdy and Rod Kindlund

In the past half century, people in America have vastly changed the way they live. Our growing population has not only more leisure time than in the early 1940's but also the means to take them where they want to go. Many choose to visit natural areas—some to build homes and live in these natural areas, including fireprone ecosystems. Increased numbers of people in the wildland mean a higher risk of catastrophic wildland fire.

Those involved in wildland fire prevention know preventing wildfires is far more cost effective than suppressing those already started. Fire prevention is commonly defined as the reduction or elimination of unplanned ignitions through behavioral modification, engineering, and enforcement. Proper planning and the taking of fire prevention measures (such as modifying behavior by closing forests during extreme fire danger), we know, can reduce wildfires. We also know educating people about the dangers of carelessly caused wildland fires is a major, cost-effective prevention method. But as we approach the beginning of the next century, we need to consider whether we should continue to

“educate” Americans about prevention using the same methods we used in the past. We believe that to achieve agency-mandated objectives for fire prevention in the future—we need more than traditional procedures. Nontraditional, innovative approaches can reach new audiences, both complementing and revitalizing past and current activities.

Smokey and the Pros

In the fall of 1983 as Smokey Bear's 40th birthday approached, the USDA Forest Service undertook a nontraditional approach to fire prevention education on a regional level. It was suggested, “Why not use Smokey to educate fans of major league baseball, national football, and other professional sports about carelessly caused forest fires?” In

response, Harry R. “Punky” McClellan, assisted by Rod Kindlund—both from the Sierra National Forest—founded Smokey and the Pros, now known as Smokey Sports. Smokey Bear appeared that first year with the then-United States Football League's Oakland Invaders and all five California-based major league baseball teams: the San Francisco Giants, Oakland Athletics, California Angels, Los Angeles Dodgers, and San Diego Padres.



Gene Dowdy and Rod Kindlund are, respectively, program manager and graphics coordinator for the USDA Forest Service, Fire and Aviation Management, National Special Prevention Activities Program, Washington Office at Clovis, CA.

Baseball legend Willie Mays of the San Francisco Giants swapping tools with Smokey, another legend. Photo: Rod Kindlund, USDA Forest Service, National Special Prevention Program.

Smokey and the Pros was so successful in California that others in wildland fire prevention took the program to other parts of the country. Since then, Smokey has appeared at athletic events from coast to coast. More importantly, vigorous interagency efforts established new partnerships and opened the door to other innovative ideas in fire prevention education.

The National Special Prevention Activities Program helps fire prevention managers within the agency and without share information and develop fire prevention programs specifically designed to meet their needs.

Smokey and the American Cowboy

When the large audiences at the sports events Smokey attended responded to his presence and message, fire prevention managers decided to target other audiences. Gene Dowdy of the Upperlake Ranger District of the Mendocino National Forest, with his experience in ranching and the rodeo community, and his assistant, Jerry Barney of the Stonyford Ranger District, knew they should take advantage of the American public's renewed interest in the western way of life. In 1988, they began the fire prevention program, Smokey and the American Cowboy. The target audience—those who participate in and attend rodeo events—consists of enthusiastic outdoors people who use forested lands, a group that can significantly influence wildfire prevention in the wildland-urban mix. These people are often not reached by other prevention programs.



Smokey at the Livermore Rodeo with the late, great Lane Frost, who made four record-breaking rides on Redrock, a champion bull. Photo: Sue Rosoff, USDA Forest Service, National Special Prevention Program.

Future Prevention Activities

Moving From Awareness to the How-To's. The Smokey Sports and Smokey and the American Cowboy projects were consolidated into the National Special Prevention Activities Program in the spring of 1990. Today's program functions much like a field extension service offering a wide array of support to field units with much flexibility. As ever-changing lifestyles create new fire prevention issues and concerns, the program responds to needs. Ten years ago, professional sporting events and sports personalities helped create an awareness of fire

prevention. Now a strong call-to-action campaign tells a diverse audience how to prevent wildland fires:

- Call-to-action messages address those who have moved near forested areas and need to learn fire-safe practices.
- Bilingual fire prevention handouts educate new citizens about outdoor fire use.
- Messages are problem-specific—addressing immediate fire prevention concerns.
- Cooperating agencies and Forest Service researchers analyze data to help identify specific problems

needing to be addressed by Smokey's fire prevention messages.

National Special Prevention Activities Program—How We Can Help. The National Special Prevention Activities Program's mission is to provide the regions with a central contact point for obtaining help in fire prevention, to offer program focus, to help form partnerships, to sponsor opportunities, to study the most effective prevention education methods and share that information, and to help develop necessary wildfire prevention and education campaigns. For example, if a field

unit came to the National Special Prevention Activities Program asking for help on a prevention campaign aimed at debris burners, we would take the following steps:

- Determine the scope and effect of the problem
- Identify the target audience
- Study the lifestyle and demographics of the target audience
- Analyze the most cost-effective approach to the problem (for instance, engineering, education, or enforcement)
- Develop the necessary materials and tools to reach the target audience, based on the best

communication methods available

- Share research results with those responsible for implementing the campaign
- Distribute the necessary materials and tools
- Provide the training and education necessary to implement the fire prevention campaign
- Periodically evaluate the campaign's progress and make necessary changes
- Provide an appropriate level of documentation to support future operations

In the future, the program efforts will continue to reach beyond agency boundaries. It will emphasize networking between those in the field and those who manage the program. We know a problem, although appearing to be confined to one geographic area, may have far-reaching effects and best be handled on a national level. Or a problem, after analysis, may be comparable to a previously analyzed problem to which a solution has already been found.

Using behavioral modification techniques and keeping an open mind about new ways to solve problems can help us concentrate fire prevention efforts in areas with the most significant resource values. We will particularly remember that the best sources for innovative ideas are often those most closely associated with a fire problem. Using the knowledge and experience of those involved with the problem in conjunction with education, engineering, or enforcement will help solve the problems of today and tomorrow. Above all, we will continue to strive toward our goal: the achievement of a well-rounded and functional fire prevention program. ■

Gene Dowdy described the Smokey and the American Cowboy Program in Fire Management Notes, 1989, 50(3):46-47.



Charmayne James-Rodman, a barrel racer and "cowgirl extraordinaire," and Smokey at the Livermore Rodeo. Photo: Sue Rosoff: USDA Forest Service, National Special Prevention Program.

