

# SMOKEY BEAR COSTUME USE



## Please DO....

Individuals who use the costume must agree to the following:



Smokey & escort

## WHERE

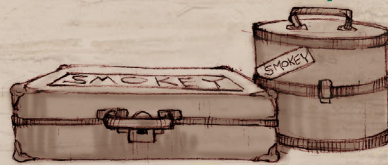
**Effective uses** of the Smokey Bear costume are public events such as parades, school appearances, fairs, youth-group meetings, conservation activities, television appearances, sporting events, civic and community events and similar functions **where a wildfire prevention message can be conveyed.**

## WHEN

**USE** the Smokey Bear costume **ONLY** to further public information, education, and **awareness of wildfire prevention.**



Private dressing area



Costume out of sight

Secure a **private dressing room** for **putting on and taking off** the costume, preferably with air conditioning for hot months.

**Keep** costume **out-of-sight** before and after use.

**Use** only a **clean, complete, and good-conditioned** costume.

**Remain anonymous** at every appearance and in any publicity connected with an appearance.

**Exhibit appropriate animation** to be effective. Express sincerity and interest while appearing in the costume by moving paws, head, and legs. **Appear dignified and friendly.**

**Always be accompanied by** an appropriately **uniformed escort** in public appearances, except where not practical, such as on a parade float where space is limited. The escort shall guide Smokey at the elbow.

**Before leaving the changing room** inspect the following:

- Is the drawstring tucked in?
- Is the zipper out of sight?
- Are the buttons fastened?
- Is the belt firmly fastened to pants?

- Are the pant cuffs neat?
- Is the hat crown up?
- Is the head straight on the shoulders?
- Is the fur brushed neatly?



Remain anonymous



No ill-kept Smokey!

## HOW

A **round-point shovel** is part of the Smokey Bear image. It **shall be used** for appearances, when appropriate. A bucket is also a good idea.

**Limit appearances to 15-20 minute segments** to minimize personal discomfort and avoid heat-related illnesses. Have drinking water available.

**Let the visitor initiate** a hug, paw-shake, or other greeting. Spreading his arms or extending a paw, and waiting, is a good way for Smokey to let them know it's OK to be approached.

## DON'Ts



# SMOKEY BEAR COSTUME USE

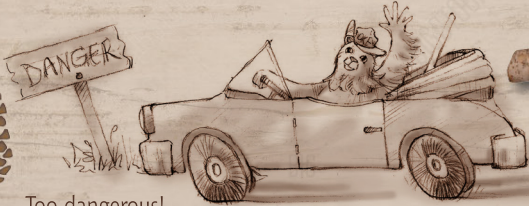


## Please DON'T

Individuals who use the costume must agree to the following:

### WHERE

**Never put** Smokey in an unsafe environment, or difficult situation. This ranges from uneven footing situations to tight quarters with numerous people to skiing, driving or boating.



Too dangerous!

**Never appear** in less than full costume. This includes being photographed without the head.

**Do not allow** any photographs when getting into and out of the costume.

**Avoid** clowning, horseplay and vulgar gestures.

**DO NOT SPEAK** during appearances. Conversations or explanations should be carried out by the accompanying official escort.

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

Smokey Bear **should not act aggressively** and should always let the public approach him first, especially small children.

**After use** do not put a sweat-soaked costume back in the box. **Allow to air-dry** first.

Friendly but not aggressive.



### WHEN

**DON'T USE** when:

At a function where **wildfire messaging is NOT conveyed**. Examples: holiday and retirement parties, summer picnics, job fairs, Combined Federal Campaign, etc.

In any situation that might **compromise Smokey Bear's integrity** or give the appearance of impropriety, solely a "celebrity appearance", or a photo opportunity.

### HOW

Smokey Bear is not an Agency or Department mascot and should never be treated as such!

### Ordering a Costume

Official Smokey Bear costumes must be ordered from authorized manufacturers. The Forest Service's Office of Inspector General has determined that costume manufacturers can only sell costumes to federal agencies, state forestry agencies and only those other organizations specifically authorized by the Forest Service or State Foresters.

Currently there are four manufacturers:

**Facemakers, Inc.** <http://www.facemakersincorporated.com/smokeybear.html>

**Shafton Inc.** <http://www.shaftonic.com/smokey.htm>

**Signs and Shapes** (has an inflatable Smokey Bear costume) <http://www.walkaround.com/about/walkarounds>

**Smokey Signals** (formerly Sykes Services) <http://www.smokeysignal.com/>

### DOs





# SMOKEY BEAR *Frequently Asked Questions*



## Program Components Public Service Advertising

### Q. Who owns and manages Smokey Bear?

**A.** By law Smokey Bear is managed by the US Forest Service, the National Association of State Foresters, and the Ad Council which make up the Cooperative Forest Fire Prevention Program (CFFP) committee. Since the inception of the CFFP Program, the professional advertising firm of Foote, Cone and Belding (FCB) West has donated its time and talent to the Smokey Bear campaign. Go to [PSACentral.org](http://PSACentral.org) for current Ad Council PSAs you can use.

### Q. How does the Forest Service pay for advertising?

**A.** The Forest Service does **not** pay for advertising. Working with the Ad Council, the Forest Service national and regional managers secure donated media time and space be it television, radio, newspaper and magazines, transportation shelters, internet service providers and/or outdoor advertisers.

### Q. Where can I get Smokey Bear products?

**A.** Check the following websites for various products:

- [www.symbols.gov](http://www.symbols.gov)
- [www.stateforesters.org/store](http://www.stateforesters.org/store)
- [www.smokeybeargear.com](http://www.smokeybeargear.com)

### Q. Can local units produce their own wildfire prevention materials?

**A.** Yes, local units may produce fliers, brochures, and educational materials when it is determined that they are needed to supplement the national campaign, or to address specific local or regional problems. To insure high standard and uniformity, field units need to work with state/regional wildfire prevention coordinators. Only approved Smokey Bear art shall be used and care must be taken so that these materials do not conflict with or detract from the national effort.

### Q. Is it ok to use Smokey's image for other things other than wildfire prevention?

**A. Absolutely not!** Smokey is not any agency's mascot and shouldn't be treated as such. Areas that are especially subject to abuse include: t-shirts and jacket art for fire crews, employees, and ranger districts. If for any reason these products are offered for sale they are subject to regulations governing licensing. Smokey's image is not to be used for special events that are unrelated to wildfire prevention such as fun runs, community events, and retirement notices (unless the individual had a direct connection with the wildfire prevention program). It is inappropriate to use Smokey's image on email signature lines, cover sheets, book/folders, conference notices, etc. Units are not at liberty to create or modify existing Smokey artwork or graphics. Smokey's image shall not be demeaned or tarnished.

## Campaign and Educational Activities

## Social Media

### Q. Who manages Smokey Bear social media platforms?

**A.** The Ad Council manages all of Smokey Bear's social media platforms.

### Q. Who can post on Smokey Bear social media platforms?

**A.** Original feeds come from the Ad Council, but the public can follow Smokey and engage with him on all his social media channels.

### Q. How can a unit get their information posted to one of Smokey Bear's social media platforms?

**A.** Share the information with the Ad Council Smokey Bear Campaign Director at [aengelder@adcouncil.org](mailto:aengelder@adcouncil.org), the NASF Communications Chair at [acooke@stateforesters.org](mailto:acooke@stateforesters.org), or the USFS Wildfire Prevention Program Manager at [gbeavans@fs.fed.us](mailto:gbeavans@fs.fed.us).

### Q. Can I create my own Smokey Bear artwork?

**A.** Under Freedom of Speech individuals can draw and create new images. However if they use the image to sell a product then they must have a commercial license and the image and product must be approved by the USFS Wildfire Prevention Program Manager. Agency personnel are not at liberty to create or modify Smokey Bear's image. Only approved and dated Smokey Bear artwork by the Director, Fire and Aviation Management, Washington Office, may be used. Reproductions of existing art may not be approved. When in doubt check it out, by contacting the USFS Wildfire Prevention Program Manager at [gbeavans@fs.fed.us](mailto:gbeavans@fs.fed.us).

## Image



# SMOKEY BEAR Frequently Asked Questions



## Commercial Licensing

### Q. Who needs to have a commercial license?

**A.** Any entity that uses Smokey Bear's image for profit is required to have a commercial license. The Smokey Bear Act, P.L. 82-359, as amended by P.L. 93-318 regulations of the Secretary of Agriculture (36 CFR 271), and 18 USC ch.33-711 provide for the commercial use of the character and name of Smokey Bear. His image will always be used in conjunction with an approved wildfire prevention message. By words or illustrations, Smokey Bear will not endorse a commercial product or service. All licensees shall display the official logo on products, packaging and/or advertising. Unauthorized commercial uses are punishable by law. Currently there are over 100 licensed vendors who create commercial products.

### Q. Is Smokey Bear image trademarked?

**A.** It is not trademarked or copyrighted, however the name and image of Smokey Bear are protected by acts of Congress. Despite incorrect information on the internet, Smokey Bear is **not** in the public domain and **approval for use is required**.

### Q. What are the requirements for Smokey Bear licensing?

**A.** The requirements for Smokey Bear licensing are (1) the proposed product(s) must promote wildfire prevention education and Smokey Bear's message (2) the person must be a U.S. Citizen or the company must be a U.S. company and (3) the applicant may not have any adverse actions against the U.S. Government (such as lawsuits or tax delinquencies). Persons interested in submitting a license proposal should contact the licensing contractor at (202) 822-5080, for the appropriate forms and rules.

### Q. Do I need to get a commercial license if I just want to use Smokey Bear's image once?

**A.** A commercial license is required anytime the user is charging a price for the product or likeness of Smokey Bear, regardless of the amount being charged or the frequency. The type of commercial license will vary between the full license and a one-time-use agreement depending on the use. To acquire a one-time-use agreement contact USFS Wildfire Prevention Program manager, (202) 205-1488 or licensing contractor, (202) 822-5080.

## Q. What are the Smokey Bear Awards?

**A.** There are five official awards: Golden, Silver, and Bronze Statuettes, Appreciation Plaques and Appreciation Certificates. These awards were developed to recognize individuals and organizations for outstanding service in wildland fire prevention.

## Q. Who is eligible to compete for a Smokey Bear Award?

**A.** Individuals or organizations that make outstanding contributions in wildfire prevention efforts including, but not limited to: educational activities, forest management, law enforcement, journalism, media coverage, advertising campaigns, engineering activities, and informational programs. Having wildfire prevention duties as a part of one's official job does not make a person ineligible.

## Q. What is the process for the Smokey Bear Awards?

**A.** Nominations for all National Smokey Bear Awards can be made by anyone having knowledge of the outstanding wildfire prevention efforts of the nominee. Submit nominations on the official form in accordance with instructions provided at [www.smokeybear.com/awards](http://www.smokeybear.com/awards).

Further clarification regarding the official Forest Service program policy and guidelines can be found in Forest Service Manual Chapter 3110, Cooperative Forest Fire Prevention (CFFP) and Forest Service Handbook 5109.18, Chapter 20, CFFP, and the Smokey Bear Use Guidelines, [www.smokeybear.com/guidelines](http://www.smokeybear.com/guidelines).





# SMOKEY BEAR COSTUME USE

**Smokey Bear correctly attired:**

