



SMOKEY BEAR

Press Clippings

Prepared for information of Smokey Bear Licensees, State Foresters, U. S. Forest Service personnel and other cooperators of the CFFP Program. Released by Smokey Bear Headquarters, Forest Service, U. S. Dept. of Agriculture, Washington 25, D. C. 20252

June 1968 Number 3/4s Page 1

THE WASHINGTON POST
Friday, April 19, 1968

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Smokey's New Hurrah: He's Top U.S. Symbol

By Jared Stout
Washington Post Staff Writer

For 23 years, Smokey the Bear has been insisting "only you can prevent forest fires." Yesterday, the U.S. Forest Service got the first reviews on his performance and they were raves.

A nationwide poll taken for Smokey's mentors and managers in the Service showed 9 out of every 10 Americans know who he is and what his message is.

It showed too that, among children, Smokey is the popular favorite over such figures as Bullwinkle J. Moose of cartoon fame and the Jolly Green Giant.

Moreover, only the Quaker Oats man, and his blandishments on the glory of instant meal in the morning came even close to rivaling Smokey for ease of identification and clarity of message.

As Forest Service public relations men put it, the poll shows "Smokey Bear is known as a firefighter supreme."

The poll was taken at no charge to the Government by Haug Associates, the Los Angeles marketing research affiliate of Roper Research Associates, which interviewed 1800 people in 18 cities in six states across the country.

It was released at a meeting of Government and private interests involved in looking at the 1969 fire-prevention program before it goes into effect.

Smokey wasn't there among the more than 60 men and women involved in planning the campaign. He was in new quarters at the National Zoo, which has been his home since 1950.

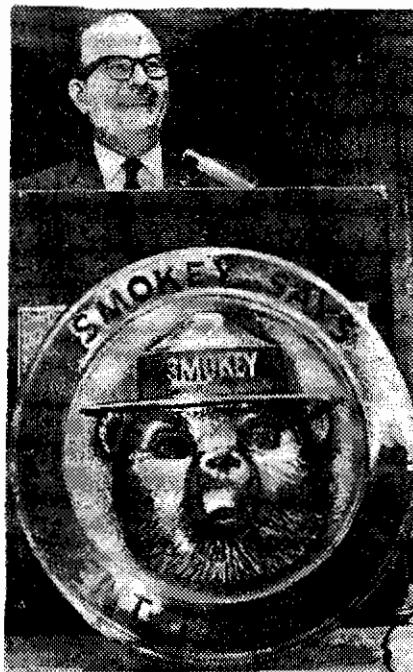
But Clint Davis, the man credited with doing much of the work that has made Smokey a national figure, was there and received the first "Silver Smokey" award for his efforts.

Davis, who retires this month after 31 years of Federal service, is the information director for the Forest Service and

headed the forest-fire prevention program from 1946 to 1955.

The silver statue of Smokey will be given annually to a professional associated with the fire-prevention campaign, which is sponsored by the Service, the Advertising Council, and the National Association of State Foresters.

The campaign group said that it will also continue to give its "Golden Smokey" award to those individuals or groups outside the organization who do notable work in the prevention of forest fires.

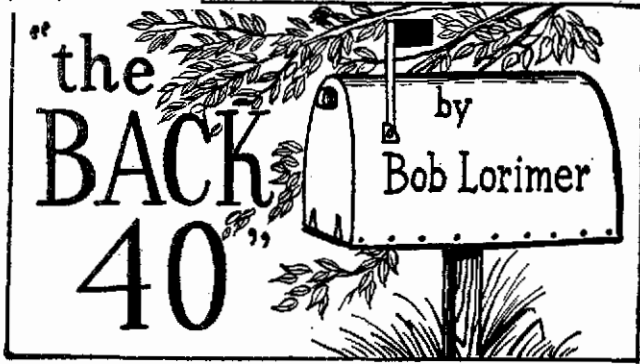


By Matthew Lewis—The Washington Post

Clint Davis, Smokey's press agent and first "Silver Smokey" winner.

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The Idaho Daily Statesman
Boise, Idaho
4/24/68



Advertising Age,
April 22, 1968

SMOKEY OUTPULLS GIANT, QUAKER, BELL AS BRAND

WASHINGTON, April 19—Smokey the Bear was identified correctly by 98% of the children, 95% of the teens and 89% of the adults in a six-state survey for the U.S. Forest Service, showing Smokey to be better known than Quaker Oats' Quaker, the Jolly Green Giant or the Bell System bell.

Quaker's Quaker was identified by 94% of the teens and 75% of the adults. The Jolly Green Giant was identified by 89% of the teen agers and 44% of the adults.

Bell System's bell was named correctly by 86% of the teens and by 77% of the adults.

■ Smokey was the favorite symbol of 40% of the children, 34% of teens and 30% of the adults. The Quaker Quaker was favored by 26% of teens and 5% of adults. The Jolly Green Giant was the favorite of 6% of the children, 24% of teens and 3% of adults. The Bell System bell was favored by 5% of the adults and 21% of the teens.

Other favorite symbols of the children were Pinocchio, 27%, Kellogg's Tony the Tiger, 13%, and Bullwinkle J. Moose, 13%.

The test was conducted by Haug Associates, Los Angeles, affiliate of Roper Research Associates, for Foote, Cone & Belding, volunteer agency for the Advertising Council's Smokey campaign. #

CLINT DAVIS received a special award the other day. Who is Clint Davis? Well, he is retiring this month as information director for the Forest Service. You may ask: "So what? That's nice, but lots of men are retiring this month. What's so special about this Davis?"

Our associations mark us pretty well in the minds of other people and Mr. Davis was actively associated with one of the most famous characters in American history — Smokey Bear. In fact, the award presented to him was the first "Silver Smokey," given for "distinguished service in forest fire prevention over an extended period of years."

NOW IT'S A FACT that U.S. history students sometimes have a pretty difficult time remembering names—even those of presidents back before Eisenhower. There are exceptions, of course — like the one best remembered for chopping down one of his old man's trees and standing up in a row boat.

BUT NOT SO with Smokey! Practically everyone knows him and his many years of working toward prevention of forest fires. Most of us have been a little ashamed when we have seen heart-broken Smokey and a homeless fawn looking over a fire-devastated area caused by man's carelessness.

Facts support his popularity. They are revealed in a study just completed by a Los Angeles affiliate of Roper Research Associates. The study was made in 18 cities in six states in the East, South and Far West.

Ninety-five per cent of teen-agers, 89 per cent of the adults and 98 per cent of children recognized the animal as the "fire-preventin' bear." Not only did they know who he was but both adults and children overwhelmingly supported Smokey as their favorite among cartoon characters and adult symbols.

SMOKEY HAS BEEN AROUND for 23 of the 25 years of the Cooperative Forest Fire Prevention Program and virtually everyone contacted knew his role in connection with fire prevention. Even though the teen-agers cautiously avoided showing too much interest, indicating they felt the young children and adults were more Smokey's type, most of them knew his oft-repeated slogan, "Only YOU can prevent forest fires."

Those interviewed described the "fire-preventin'" bruin as: friendly but cautious, pleasant looking, strong, clever and effective. The smaller children felt that his smiling face was more effective than being neutral or frowning.

But no matter how he looks, his message is getting across.

The quarter century existence of the fire-prevention program has seen the nation's forest fires cut in half.

CLINT DAVIS? Oh yes, he was instrumental in bringing the "live Smokey" from New Mexico to the National Zoo in Washington, D.C., back in 1950. Remember? And Davis and Ben Michtom, a toy manufacturer, started the Junior Forest Rangers—a movement which has attracted five million young Americans to Smokey's side in his battle to cut down the senseless toll.

WHAT HAS ALL THIS to do with farming? Ask the farmer—or rancher. A glance at the early-bare slopes of the hills indicate another serious fire season faces most of Idaho. Already training is under way for those who will be in charge of fighting the blazes. Lightning will be responsible for some of the range and forest fires. Hikers, hunters, picnickers, and fishermen will, unfortunately, cause considerable—and needless damage.

Maybe there would be fewer man-caused fires if we would just remember Smokey's smiling face—and remember WHO—alone—can prevent forest fires.



Drawn for BROADCASTING by Sid Hix
"Gentle Ben's been sulking all morning . . . He wants a hat and shovel!"

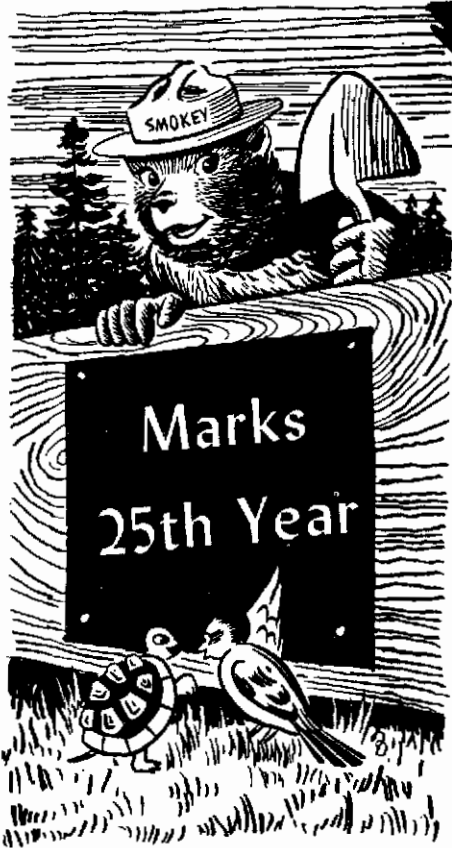
BROADCASTING, April 8, 1968

The Washington Daily News
Thursday May 9, 1968

Peter Dominick (R., Colo.) says a poll in his state revealed that one-fourth of the business and professional people couldn't name Colorado's two Senators and that more than one-third of them couldn't name even one of Colorado's Congressmen. Yet, 9 out of 10 of them recognized "Smokey the Bear." (Well, maybe they could recognize Congressmen, too, if they all wore funny hats and put out forest fires.) •

Fire Prevention Campaign

Smokey the Bear a Popular Figure

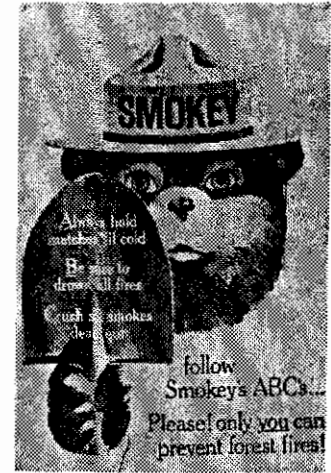


SMOKEY THE BEAR is the popular favorite of children, even when compared to such cartoon figures as Bullwinkle J. Moose and the advertising symbol, the Jolly Green Giant.

The U.S. Forest Service, in a nationwide poll, released Tuesday in Washington, found that 9 of every 10 Americans know who Smokey is and what his message is.

Only the Quaker Oats man and his blandishments on the glory of instant oatmeal in the morning came close to rivaling Smokey for ease of identification and clarity of message.

As Forest Service public relations men put it, the poll shows "Smokey Bear is known as a fire fighter supreme."



SMOKEY THE BEAR
Best-Known Figure

St. Paul Pioneer Press
Thurs., May 2, 1968

This year marks the 25th anniversary, not only of The Advertising Council, but of its Forest Fire Prevention Campaign. During the past 25 years, with your help, \$12.5 billion worth of lumber has been saved by reducing forest fires.

In spite of this amazing achievement, Smokey's Forest Fire Prevention Campaign continues to be important to the public interest. Forest fires still endanger valuable natural resources that America needs; clean water, outdoor recreation areas, timber, wildlife, forage for livestock and natural beauty. And, nine out of ten forest fires are caused by careless people and can be prevented.

Smokey and The Advertising Council thanks you for your generous contributions of space to Forest Fire Prevention in the past quarter century. They have been largely responsible for the success that the campaign has had.



"Oh, come now — you don't seriously expect us to believe you depreciated over five thousand shovels last year?"

NATIONAL WILDLIFE

EDITOR'S NOTE:

This clip sheet is for you - it's only as good as your clippings. Send them to Dick Johnson, U. S. Forest Service, Washington, D. C., 20250



Department of Agriculture Under Secretary John A. Schnittker and Forest Service Chief Edward P. Cliff honored Clint Davis on May 18, 1968 with the first Silver Smokey award for probably having done more than any other man to make Smokey Bear a National reminder of man's role in preventing forest fires.

In presenting the award, the sponsors of the Smokey Bear Fire Prevention Campaign (The Advertising Council, Inc., the National Association of State Foresters, and the U. S. Department of Agriculture's Forest Service) pointed out that a "Silver Smokey" will from now on be awarded each year in recognition of outstanding service by a professional associate of the Campaign. The Campaign's sponsors will continue, in addition, to award an annual "Golden Smokey" to an individual or unit outside of the organization who has assisted notably in the battle against forest fires.

The pioneer "Silver Smokey" presentation was made at the annual meeting of forest fire prevention cooperators and conservation leaders in Washington, D. C. It was given for "distinguished service in forest fire prevention over an extended period of years" and was determined by nomination from fire control specialists from all over the Nation.

Lifelong Friend Of The Forests

A clipping from the Journal files dated June 4, 1948, tells about the retirement of Albert Wiesendanger from the U.S. Forest Service after 39 years with that agency and his acceptance of the post as executive secretary of the Keep Oregon Green Association.

During his Forest Service career Wiesendanger was known for his efforts to educate the public in forest protection. In his nearly 20 years with KOG, he has established a reputation as a man who "lives and breathes fire prevention" and who works at his job with zeal, energy and imagination.

He has been honored many times. Four years ago he was cited by the Western Forestry and Conservation Association "in recognition of his distinguished lifelong achievements in the field of forestry."

The other day he received the "Silver Smokey," a nine-inch silver figure of Smokey Bear, top national award given annually to a professional associated with fire prevention. He was selected for the award by the Advertising Council Inc., National Association of State Foresters and the U.S. Forest Service. The presentation was made by Gov. McCall.

Wiesendanger's two careers add up to nearly 60 years of forest management and forest protection. He has no plans to quit. He is preparing now to publicize fire hazards that are appearing early in some parts of the state due to unseasonable dryness. His concern and his dedication are as high as they ever were.



Governor Tom McCall presenting to Albert Wiesendanger the "SILVER SMOKEY" award. The presentation was made before the meeting of the Society of American Foresters held on May 3, 1968 at the Hilton Hotel, Portland, Oregon.

NEW YORK
DAILY NEWS
MAY 6, 1968

'Ballad of Smokey':

Even though one is fed up with so many repeats cluttering the air, there are some—a few—reruns that I welcome. These are shows worthy of being seen for the second time, for example, a special such as "The Ballad of Smokey the Bear" (NBC-TV).

President Johnson, on the White House grounds surrounded by puzzled children, appeared at the end of the show urging viewers to "see America first" and to help in the preservation of its natural beauties.

In a sense this, too, was the message of this musical fantasy in "dimensional animation," for which Johnay Marks provided the lyrics and tuneful melodies. It was a pleasure hearing James Cagney's incisive narration again.

Broadcasting Magazine
February 5, 1968

TV Gets Results in TULSA!



— For 12 years we've been running spots for SMOKEY the BEAR. RESULTS? Tulsa has not had one single forest fire!!!

KVOO 2 TV

TULSA, OKLAHOMA



Forest Ranger Hat in the Ring

WASHINGTON

A new popularity poll has sent another political shock wave undulating across the already turbulent presidential campaign.

I am not referring to the poll showing the relative popularity of Nixon, Rockefeller, Reagan, Kennedy, McCarthy and Humphrey.

I am referring to the poll showing that Smokey the Bear is more popular than all of them combined.

In a nationwide survey commissioned by the U.S. Department of Agriculture, Smokey the Bear was identified by 89 per cent of the adults, 95 per cent of the teen-agers and 98 per cent of the children who participated.

There were no direct popularity comparisons with any of presidential candidates, active or draftable. It is obvious, however, that the percentage of adults, teen-agers and children who can identify a presidential candidate is much smaller.

Some of the presidential candidates are having trouble identifying themselves.

The Smokey the Bear poll is

particularly significant for Kennedy and McCarthy, whose campaigns depend to some extent on their youth appeal.

Kennedy's haircut, for instance, is frequently cited as a link with the younger generation. The Smokey the Bear poll indicates, however, that he would be better advised to start wearing a forest ranger hat.

Both Kennedy and McCarthy to a large degree have keyed their campaigns to ending the Vietnam war.

While this is undoubtedly a major issue, the Smokey the Bear poll suggests that a candidate would win greater support with a campaign keyed to preventing forest fires.

It probably is too late for the main contenders to change their campaign blueprints to take advantage of what the poll implies.

There is, however, a splendid opportunity for some dark horse to ride into office on Smokey Bear's coattails. Harold Stassen, for example.

Stassen seemingly has made little progress in his fifth bid for the White House. All he need do to galvanize the electorate is add a dramatic new line to his speeches:

"I am willing to go any place at any time to prevent a forest fire."

That statement could live in history — provided he and the firebugs can agree on a site.

United Press International

CHANNEL CHUCKLES

—By Bil Keene



"Remember—only YOU can prevent forest fires."

SURVEY SHOWS SMOKEY BEAR IS BLAZING SUCCESS AS SYMBOL

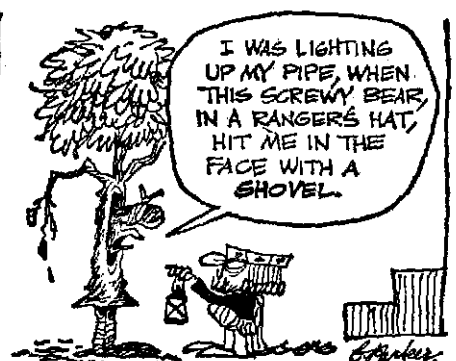
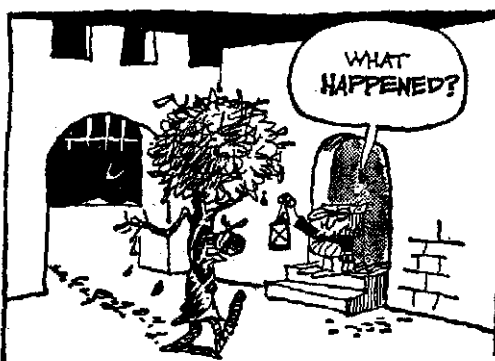
Nine out of 10 adults and nearly all school children recognize Smokey Bear and his message: "Only you can prevent forest fires," according to survey results released yesterday.

At a meeting of forest fire prevention and conservation leaders here, a spokesman for Haug Associates market research firm of Los Angeles said that a cross-section of residents of 18 cities in six states in the East, Far West and South showed that Smokey is not only well-known, but also well-liked.

The sponsors of the Smokey fire prevention campaign—the Advertising Council, Inc., the National Association of State Foresters, and the Agriculture Department's Forest Service—presented the first annual "Silver Smokey" award to Clint Davis, who retires this month as Forest Service information director, for more than 20 years of work to make Smokey Bear a national symbol.

THE EVENING STAR
Washington, D. C., Friday, April 19, 1968

THE WIZARD OF ID



PORTLAND OREGONIAN
12-15-67

By Paul Nichols



AUG ASSOCIATES, Inc.

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April 18, 1968

HIGHLIGHTS OF THE SMOKEY BEAR STUDY

The primary objectives of the study were to determine public awareness of Smokey Bear and the Smokey campaign, as well as attitudes toward forest fires and fire prevention. The study was conducted by Haug Associates, Inc. of Los Angeles, West Coast affiliate of Roper Research Associates, New York, during the month of February 1968, among a representative cross-section of 1,800 elementary school children, teenagers and adults in various geographic areas.

The following represents the study highlights:

Smokey Awareness and Identification

Awareness and correct identification of the Smokey symbol was extremely high among all groups, children, teenagers and adults. It was correctly identified as Smokey Bear by:

- . . . 98% of the children
- . . . 95% of the teenagers
- . . . 89% of the adults

Advertising Awareness

Nine out of ten adults aware of Smokey recalled seeing or hearing advertising with Smokey in it, and the advertising was considered to be as good or better than other advertising they had seen. More than 90% of both teenagers and adults reported TV and posters as the source of Smokey awareness.

Comprehension of Smokey's Purpose

Virtually all of the respondents understood Smokey's purpose, and he was correctly associated with fire prevention. The belief that human carelessness is a major cause of forest fires has been communicated at very high levels.

Popularity of the Smokey Symbol

Among several symbols, Smokey was a clear favorite of children, teenagers and adults. Smokey was named as favorite by:

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- . . . 40% of the children, compared with 27% ranking Pinocchio second (5 symbols tested).
- . . . 34% of the teenagers, compared with 26% ranking the Quaker Oats Man second (6 symbols tested).
- . . . 30% of the adults, compared with 5% ranking the Bell System symbol and the TB Seal second (6 symbols tested).

Attitudes Toward Smokey

Adults felt overwhelmingly positive toward Smokey, largely based on the belief that he is doing a good job making people aware of the danger of forest fires. While a large number of teenagers were of the same opinion, a minority felt that he was somewhat old-fashioned, slow and silly or "corny".

Image of Smokey

The overall image of Smokey is a favorable one, and both teenagers and adults perceive him as friendly, cautious, strong, clever, effective and pleasant looking.

Slogan Recall

More than 90% of the teenagers could correctly recall the slogan - "only you can prevent forest fires" - compared with only 21% for the adults.

Effectiveness of Smokey in Fire Prevention

Generally teenagers and adults are of the opinion that Smokey is doing a good job in preventing forest fires. Smokey's performance was rated excellent or good by:

- . . . 90% of the adults
- . . . 70% of the teenagers

Perception of and Causes of Forest Fires

Teenagers as well as adults believe that forest fires represent a major type of catastrophe, and attribute forest fires largely to human carelessness, particularly with cigarettes and campfires.

Penalties for Starting Forest Fires

Considering penalties for those who start forest fires, teenagers suggested more severe penalties than the adults. The majority of both groups felt that those starting fires through carelessness should only be warned, while the arsonist should be imprisoned for several years (5 years was the most commonly selected punishment).

The Smokey Expression

Children tended to feel that a smiling Smokey would do a better job of reminding people to be careful about forest fires than would a neutral or frowning Smokey.