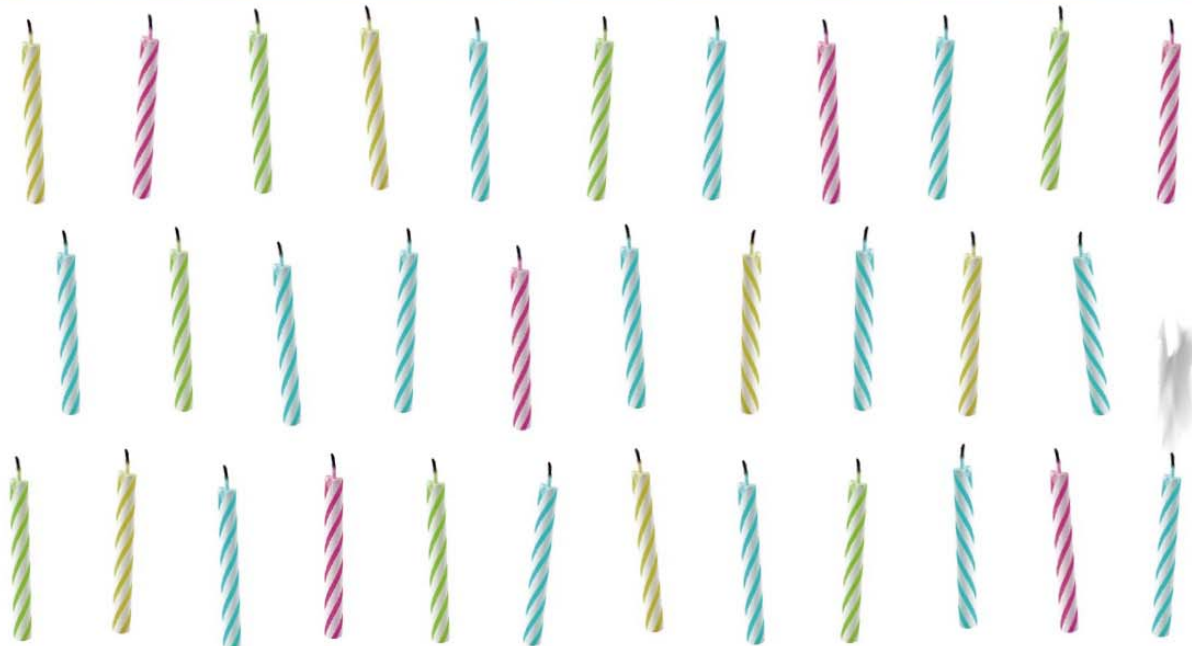


*Happy Birthday Smokey*  
**65 YEARS**  
OF PREVENTING WILDFIRES





April 6, 2009

Dear Partners in Wildfire Prevention:

As you may know, Smokey Bear is celebrating his 65<sup>th</sup> birthday this year. Since 1944, Smokey has educated generations of Americans about their critical role in wildfire prevention through his enduring message, "Only You Can Prevent Wildfires." The Wildfire Prevention PSA campaign is the longest running and one of the most successful public service efforts in U.S. history.

We would like you to join the efforts of the U.S. Forest Service and the National Association of State Foresters to celebrate Smokey's 65<sup>th</sup> birthday this year and further the reach of his messages in your community. [In order to do so, we](#) have developed the enclosed toolkit, which features Smokey Bear 65<sup>th</sup> Birthday PSA materials, a special birthday card and poster, media tips, a historical retrospective of ads, as well as customizable press materials and ideas for events and activities. There are many wonderful ways you can celebrate Smokey Bear's birthday in your community!

Thank you for all that you are doing to raise awareness about wildfire prevention. Please contact us at our respective email addresses listed below if you have any questions or would like additional guidance on ways you can join in the celebration.

Sincerely,

Amy Gibson-Grant  
Campaign Director  
The Ad Council  
[agrant@adcouncil.org](mailto:agrant@adcouncil.org)

Helene Cleveland  
Fire Prevention Program  
Manager  
USDA Forest Service  
[hcleveland@fs.fed.us](mailto:hcleveland@fs.fed.us)

Sarah McCreary  
Communications Director  
National Association of State  
Foresters  
[smccreary@stateforesters.org](mailto:smccreary@stateforesters.org)



## TOOL KIT TABLE OF CONTENTS


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## SAMPLE IDEAS YOU CAN USE TO

### **Celebrate Smokey Bear's 65<sup>th</sup> Birthday in Your Community**

- Organize a birthday party at a local forest, park, firehouse, school, library or another relevant location. Activity ideas for your event:
  - Smokey Bear can attend and children and families can be encouraged to sign an enlarged version of the enclosed birthday card.
  - Provide photo opportunities with Smokey for attendees
  - Organize "Smokey Bear Bingo" using relevant terms/phrases to wildfire prevention and the campaign
  - Develop a Smokey Bear Trivia Contest
  - Feature a raffle with door prizes, which can include Wildfire Prevention items available from the National Symbols Cache or licensed vendors
  - Kick off a Smokey Bear Art / Essay contest leading up to your event where you publicly announce the winner and/or display entries
  - Or have kids/adults write their own public service advertisement (print/radio/video/internet)
  - Feature proper campfire set-up / extinguishing demos or other experiential / education demos (example of good burn barrel, etc)
  - Give prizes to anyone born on August 9
  
- If you have a list of email subscribers, send out the customizable email to your constituents announcing your activities and/or events related to celebrating Smokey's 65<sup>th</sup> Birthday.
  
- Download, print and distribute copies of the Smokey Bear birthday poster to schools throughout your community. Conduct in-school programs to talk to children about their role in wildfire prevention.
  
- Conduct press outreach to your local media utilizing the template PR release in this kit to encourage them to develop news stories about Smokey Bear's birthday and any relevant activities you have planned in your local community. Provide local wildfire data and offer local spokespeople for interviews.
  
- Encourage your local media outlets (including TV, radio stations, and local print publications) to donate airtime and space to support the new Smokey Bear PSAs.

- 
- Post the new web banners, honoring Smokey Bear's 65<sup>th</sup> birthday, on your website. Encourage other entities and local media outlets that you have relationships with to do the same.
  - Develop a story on Smokey's 65<sup>th</sup> birthday and include it in your organization's newsletter or brochure.
  - Encourage other entities that you have relationships with to include a Smokey Bear story in their newsletter or website.

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## SMOKEY 65<sup>TH</sup> BIRTHDAY

### Logos

- Two different logos have been created for your use on materials promoting Smokey's 65<sup>th</sup> Birthday

Electronic versions (.eps & .jpg) of the below logos are available for download at:

<http://www.smokeybear.com/65BdayToolkit>



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## Smokey 65<sup>th</sup> Birthday

### Television PSA

- Encourage your local TV stations to donate airtime to support the below :15 second TV PSA.

Presentation quality electronic versions of the PSA are available for download at:

<http://www.smokeybear.com/65BdayToolkit>

Broadcast quality copy available for order at: <http://psacentral.adcouncil.org>



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## SMOKEY 65<sup>TH</sup> BIRTHDAY

### Radio Live Announcer Copy

- Encourage your radio stations to donate airtime by utilizing the below live announcer copy during their broadcast.

#### **:10 seconds**

Happy Birthday, Smokey Bear! And thank you for 65 years of preventing wildfires. Brought to you by **{insert organization}**, the U.S. Forest Service, your state forester and the Ad Council.

#### **:15 seconds**

For sixty-five years, Smokey Bear has reminded us that we can all make a difference by remembering five simple words: Only You Can Prevent Wildfires. Happy Birthday, Smokey!

A public service announcement brought to you by **{insert organization}**, the U.S. Forest Service, your state forester and the Ad Council. To learn more, visit [SmokeyBear.com](http://SmokeyBear.com).

#### **:30 seconds**

Each year, wildfires burn hundreds of homes, millions of acres and affect thousands of people. For sixty-five years, Smokey Bear has reminded us that we can all make a difference by remembering five simple words: "Only You Can Prevent Wildfires."

Happy Birthday, Smokey!

A public service announcement brought to you by **{insert organization}**, the U.S. Forest Service, your state forester and the Ad Council. To learn more about preventing wildfires and how each and every one of us can make a difference, visit [SmokeyBear.com](http://SmokeyBear.com)

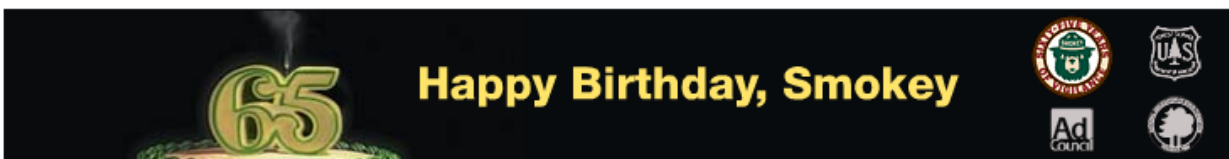
## SMOKEY 65<sup>TH</sup> BIRTHDAY

### Web Banner Ads

- Post any of these banners on your Web site. Encourage other organizations and local media outlets that you have relationships with to do the same.

Electronic versions are available for download by visiting:

<http://www.smokeybear.com/65BdayToolkit>



*SMOKEY 65<sup>TH</sup> BIRTHDAY*

**Print PSAs**

- Encourage your local print media outlets (magazine, newspaper, etc.) to donate space to support the below Smokey Bear print PSAs.

Electronic versions (hi-res .pdfs) are available for download by visiting:

<http://www.smokeybear.com/65BdayToolkit>

Magazine Full-Page Ad – Color – 7x10



Magazine Half-Page Ad – Color – 4.625 x 10



Newspaper Full-Page Ad – BW – 5.9675 x 10.5



Newspaper Half-Page Ad – BW – 11.5 x 21



## SMOKEY 65<sup>TH</sup> BIRTHDAY

### Poster

- This poster can be posted in various places in community such as in schools, fire houses, forests/parks, at events, or any other high-traffic location.

An electronic version (hi-res .PDF) is available for download by visiting:

<http://www.smokeybear.com/65BdayToolkit>



*SMOKEY 65<sup>TH</sup> BIRTHDAY*

**Printable Birthday Card**

- Print out an enlarged version of this birthday card and encourage people to sign it at your event celebrating Smokey's 65<sup>th</sup> Birthday.

An electronic version (hi-res .PDF) is available for download by visiting:

<http://www.smokeybear.com/65BdayToolkit>

Outside



Inside

*Happy Birthday,  
Smokey!*

## SMOKEY 65<sup>TH</sup> BIRTHDAY

### Customizable E-mail Template

- If you have a list of email subscribers, send out the customizable email to your constituents announcing your activities and/or events related to celebrating Smokey's 65<sup>th</sup> Birthday.

An electronic version is available at:

<http://www.smokeybear.com/65BdayToolkit/email.html>



A beloved American icon **is turning 65** this year. **Smokey Bear** is celebrating his special birthday and continuing to remind Americans that **'Only You Can Prevent Wildfires.'** {Organization Name} is joining with the U.S. Forest Service and the National Association of State Foresters in honor of Smokey's birthday to {Insert Activity or Event Planned, Including Date and Location}.

Since **1944**, Smokey Bear has been a recognized symbol of conservation and protection of America's forests and he has educated generations of Americans about their role in wildfire prevention. **Smokey's message is just as relevant today as it was 65 years ago.**

Hope you can join us {Insert event/activity call-to-action}! Go to [www.smokeybear.com](http://www.smokeybear.com) to learn more about wildfire prevention.

{Insert Name}  
{Insert Title}  
{Insert Organization}



---

## Customizable E-mail Template

### INSTRUCTIONS FOR USE

➤ **Directions to send out via email:**

1. Select all the content on this page:  
<http://www.smokeybear.com/65BdayToolkit/email.html> by hitting “Ctrl + a” on your keyboard.
2. While the entire email is selected, Copy the selection to the click board by hitting “Ctrl + c” on your keyboard.
3. Using your email software (i.e. outlook, lotus notes, other), open a new email message (make sure you have HTML format selected)
4. Paste the content into the body of the new email message by placing your cursor in the body section of the email and hitting “Ctrl + v” on your keyboard.
5. Edit the message to include your organization information, event dates and details etc.
6. Before sending, make sure to format the copy so that the font is consistent throughout: font is Verdana, font size is 10.5

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## *SMOKEY 65<sup>TH</sup> BIRTHDAY*

### **Historical Retrospective**

- A compilation of some of the best examples of Smokey Bear print/outdoor, television and radio ads from the Forest Fire/Wildfire Prevention campaign over the last 65 years is being made available as a part of this toolkit.

Presentation quality electronic versions of all assets are available for download by visiting:

<http://www.smokeybear.com/65BdayToolkit>

If you would like to request a DVD / CD containing these and other toolkit materials, please email Helene Cleveland at [hcleveland@fs.fed.us](mailto:hcleveland@fs.fed.us) with your request, making sure to include your full contact details and mailing address.

Note: There are limited quantities of the DVD available; therefore, they will be made available on a first come, first serve basis.



## Background Information / Talking Points

### SMOKEY BEAR'S 65<sup>th</sup> BIRTHDAY

- Smokey Bear's "birth" date is August 4, 1944. This year, on August 9<sup>th</sup>, he turns 65.
- Despite the campaign's success over the last 65 years, wildfire prevention remains one of the most critical issues affecting our country. Smokey's message is as relevant today as it was in 1944.
- In fact, his message is even more relevant today as people are living closer and closer to wooded areas.
- Smokey may be 65, but he's still going strong and has no thoughts of retiring with so much work to be done!

### CAMPAIGN HISTORY

- The history of Smokey Bear dates back to 1942 when the USDA Forest Service asked the Ad Council, then known as The War Advertising Council, to help inform citizens about what they could do to help prevent forest fires.
- The Ad Council, in partnership with the USDA Forest Service and the National Association of State Foresters, launched the Wildfire Prevention campaign (previously known as "Forest Fire Prevention") in 1944.
- Smokey Bear is the center of the campaign, which is the longest running public service advertising (PSA) campaign in U.S. history.
- Smokey's message about wildfire prevention has helped to reduce the number of acres burned annually by wildfires from about 22 million (1944) to an average of 7 million today.
- Today Smokey is a recognized symbol of conservation and protection of America's forests. He is also currently rated one of the most recognizable figures in America, ranking alongside Mickey Mouse and Santa Claus. His famous words of wisdom – "Only You Can Prevent Forest Fires" – are recognized by 95% of adults and 77% of children.

- 
- The campaign's original catch phrase was "Smokey Says – Care Will Prevent 9 out of 10 Forest Fires." It was changed in 1947 to "Remember... Only YOU Can Prevent Forest Fires." Most recently, in 2000, it was again modified to "Only You Can Prevent Wildfires" in response to a massive outbreak of wildfires. The term "wildfire" applies to any uncontrolled outdoor fire.
  - In 1950, a black bear cub was rescued from a fire in Lincoln National Forest in New Mexico. He was brought to the National Zoo in Washington, D.C. and became the living symbol of forest fire prevention until his death in 1976.
  - In addition to the PSA campaign, Smokey has his own zip code, school lesson plan, U.S. postage stamp and website.
  - Draftfcb is the volunteer ad agency that has created ads for Smokey Bear since the campaign launch in 1944. This represents the longest *pro bono* agency relationship in our country's history.

### THE ISSUE

- Over the past 10 years, an average of 6.5 million acres of land was burned each year by wildfire.
- It's always wildfire season somewhere in the U.S. and every region of the U.S. has wildfires.
- Wildfire smoke affects air quality and can impact our activity and health.
- The principle causes of human-related wildfires are campfires left unattended, trash burning on windy days, arson, careless discarding of smoking materials or BBQ coals, and operating equipment without spark arrestors.
- Research shows that a surprisingly large number of people are unaware of how they can contribute to the prevention of wildfires, so there is a need for greater education efforts. Surprisingly, most people still think lightning starts most wildfires; actually, more than 88% nationwide (nearly 9 in 10) are started by people.
- With the increasing incidence of wildfires across the country, the message of exercising caution with fire when outdoors, whether it is in the forest or in a backyard, has become even more relevant and critical to share with the American public.
- It is important that we continue to provide the public with information on how they can help conserve America's treasured natural resources.

- 
- Fire can be useful forest management tool – when it is planned and controlled. Smokey’s message is not ‘no fire’, but use fire responsibly. Extinguish every fire you start. If everyone has a greater understanding of fire and fire prevention our efforts of prevention will be more successful.

### CURRENT CAMPAIGN

- Though the campaign has evolved over the years and grown more contemporary, it has always contained one simple consistent message – the message of personal responsibility toward preventing wildfires.
- The Ad Council, the USDA Forest Service and the National Association of State Foresters are launching new PSAs for the campaign in June 2009. The TV and radio ads will celebrate Smokey’s 65<sup>th</sup> birthday and continue to remind consumers to care about their personal responsibility toward preventing wildfires. The ads encourage young adults to “Get Your Smokey On”, that is to become Smokey, and speak up when others are acting carelessly, while directing audiences to visit [www.smokeybear.com](http://www.smokeybear.com) for more information about wildfire prevention.
- The Wildfire Prevention campaign today integrates new digital media tactics, including social networking, AOL buddy icons and a consumer website. These strategies are designed to reach and engage the campaign’s younger target audience. Additionally, currently Smokey Bear has more than 3,000 fans on Facebook and will be launching profile pages on MySpace and YouTube this summer.
- The primary target for the new ads is young adults aged 25-34 who have grown up with Smokey Bear and remember him and his message well. The secondary target is young adults aged 18-24. The campaign continues Smokey’s enduring message of personal responsibility for preventing unwanted, human-caused wildfires.
- All of the PSAs direct audiences to visit [www.smokeybear.com](http://www.smokeybear.com) for more information about wildfire prevention. The Smokey Bear website is filled with information that helps adults think differently about preventing fires and helps them teach their kids about fires. Sections are devoted to fire prevention tips, including how to build and extinguish safe fires and how to protect your home if you live near a forest area. The revamped site was launched in June 2008.

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*SMOKEY BEAR 65<sup>th</sup> BIRTHDAY*

**Press Release Template**

- This press release template is designed to be tailored so you can send it to your own local media announcing your efforts.

# Press Release



{INSERT ORGANIZATION LOGO}

**FOR IMMEDIATE RELEASE**

**Contact:**

{INSERT ORGANIZATION CONTACT}

{INSERT PHONE NUMBER AND/OR EMAIL ADDRESS}

**SMOKEY BEAR CELEBRATES HIS 65<sup>th</sup> BIRTHDAY  
REMINING AMERICANS THAT...  
“ONLY YOU CAN PREVENT WILDFIRES”**

*{Insert Organization Name and Local Activities Planned}*

{CITY, STATE}, {INSERT DATE} – {ORGANIZATION NAME}, along with [USE APPROPRIATE ORGANIZATIONS/AGENCIES], announced today that they will be {DESCRIBE LOCAL EVENT OR ACTIVITY} in an effort to celebrate Smokey Bear’s 65<sup>th</sup> birthday and provide critical information to Americans wildfire prevention.

Since his “birth” on August 9, 1944, Smokey Bear has been a recognized symbol of conservation and protection of America’s forests. His message about wildfire prevention has helped to reduce the number of acres burned annually by wildfires, from about 22 million (1944) to an average of 7 million today. However, wildfire prevention remains one of the most critical environmental issues affecting our country. Many Americans believe that lightning starts most wildfires. In fact, on average, 9 out of 10 wildfires nationwide are caused by people. The principle causes are campfires left unattended, trash burning on windy days, arson, careless discarding of smoking materials or BBQ coals, and operating equipment without spark arrestors.

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{INSERT STATE OR LOCAL WILDFIRE DATA}

{INSERT ADDITIONAL INFORMATION ABOUT ORGANIZATION'S ACTIVITIES AND EVENTS IN HONOR OF SMOKEY BEAR'S 65<sup>th</sup> BIRTHDAY}

{INSERT ORGANIZATION QUOTE}

Smokey Bear is the center of the longest-running public service advertising (PSA) campaign in U.S. history. Since 1944, he has been communicating his well-known message, "Only You Can Prevent Forest Fires." In 2001, the term 'Wildfires' was introduced to include all unwanted, unplanned fires in natural areas such as grass fires or brush fires. The Smokey Bear campaign is a critical tool specially designed to ask for every citizen's conscientious commitment to be responsible with fire.

Every few years, new PSAs are created to reach a specific target audience. The current campaign specifically targets young adults who live in the wildland/urban interface – people who are likely to be casual campers, hikers, or mountain bikers and feel they would never be responsible for a wildfire -- to remind them that Smokey is counting on them to prevent human-caused wildfires. New television and radio PSAs will launch in June to celebrate Smokey's birthday and continue to decrease the number of human-caused wildfires. The ads encourage young adults to "Get Your Smokey On" – that is, to become like Smokey and speak up when others are acting carelessly. The ads also direct audiences to visit [www.smokeybear.com](http://www.smokeybear.com) for more information about wildfire prevention.

"Smokey Bear is the nation's symbol for wildfire prevention and his important message has been communicated to generations of Americans during the past sixty five years," said Helene Cleveland, Fire Prevention Program Manager, U.S. Forest Service. "Smokey's enduring message is as critical today as it was when he was introduced in 1944 and I am confident that the national campaign and {ORGANIZATION NAME}'s efforts on the ground will continue to raise awareness about wildfire prevention issues."

Smokey Bear has been rated one of the most recognizable figures in America, ranking alongside Mickey Mouse and Santa Claus. Smokey is recognized by 97% of adults and 3 out of 4 adults are able to recall Smokey's message of "Only You Can Prevent Wildfires" without prompting, according to an Ad Council tracking survey. The Forest Fire prevention campaign was ranked 26<sup>th</sup> on *Advertising Age's* Top 100 Advertising Campaigns (March 1999), along such commercial advertising giants as Campbell's Soup and Burger King.

The Wildfire Prevention campaign was developed in partnership with the Ad Council, a private, non-profit organization that marshals talent from the advertising and communications industries, the facilities of the media, and the resources of the business and non-profit communities to produce, distribute and promote public service campaigns on behalf of non-profit organizations and

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government agencies. The Ad Council will be distributing the new PSAs to media outlets nationwide. Per the organization's model, the PSAs are airing and running in advertising time that is donated by the media. **{ORGANIZATION NAME}** will be encouraging media outlets throughout **{STATE}** to provide support for the new ads.

**{INSERT ORGANIZATION BOILERPLATE}**

**USDA FOREST SERVICE**

The USDA Forest Service is the agency responsible for overseeing the use of Smokey Bear in cooperation with the National Association of State Foresters and the Advertising Council. The US Forest Service manages 193 million acres of national forests and grasslands for the American Public. Its mission is to sustain the health, diversity, and productivity of the Nation's forests and grasslands to meet the needs of present and future generations.

**NATIONAL ASSOCIATION OF STATE FORESTERS**

The National Association of State Foresters is a non-profit organization that represents the directors of the State Forestry agencies from the fifty states, the District of Columbia, and the U.S. territories. The State Foresters provide management assistance and protection services for over two-thirds of the nation's forests. As a partner with the USDA Forest Service, State Foresters are committed to the continued delivery of Smokey Bear's message of personal responsibility in wildfire protection.

###

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## Media Advisory Template For Smokey 65<sup>th</sup> Birthday Events

- This media advisory template is designed to be tailored to your event and to be used for alerting the media and inviting the media to your event.

### MEDIA ADVISORY

#### *Attention News Directors and Assignment Editors*

WRITE A HEADING - (EXAMPLE: <ORGANIZATION> HOSTS 65<sup>TH</sup> BIRTHDAY PARTY FOR SMOKEY BEAR WITH WILDFIRE PREVENTION THEME AND FAMILY ACTIVITIES) - INCLUDE CATCHY TITLE AND SOME DETAILS

GIVE A BRIEF DESCRIPTION HERE – 3 OR 4 SENTENCES MAXIMUM. INCLUDE AND EXPLAIN AS BRIEFLY AS POSSIBLE THE 5 W'S OF WHAT'S HAPPENING: **WHO, WHAT, WHEN, WHERE AND WHY**. PLEASE BE SURE TO **BOLD** THE IMPORTANT/FACTUAL ELEMENTS – SO THEY CATCH THE **READER'S EYE**.

**\*\*\*\*PHOTOS OR INTERVIEW OPPORTUNITIES-IF AVAILABLE\*\*\*\***

WHO: INCLUDES THE ORGANIZATION NAME, EXECUTIVE DIRECTORS, MANAGEMENT, QUOTED SOURCES, SPONSORS, SPEAKERS, ETC.

WHAT: THE NAME OF THE EVENT, WHAT THE EVENT IS ABOUT

WHERE: PLACE  
ADDRESS

WHEN: FULL DATE AND TIME

WHY: THIS INFORMATION MAY NOT ALWAYS BE RELEVANT, BUT IT WILL BE IMPORTANT IF YOU ARE PUTTING TOGETHER A FUNDRAISING EVENT OR AN AWARENESS CAMPAIGN

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URL: URL IF AVAILABLE

CONTACT: YOUR NAME, ORGANIZER  
PHONE NUMBER  
E-MAIL ADDRESS

## MEDIA TRAINING QUICK-REFERENCE GUIDE

Consider the following tips when you're preparing to represent your organization in media relations activities that involve pitching stories to reporters and conducting interviews about *Smokey Bear's 65<sup>th</sup> Birthday*.

### Talking to Reporters – Making Your Pitch

- If you don't know the reporter, you will have less than 30 seconds to get his/her attention. Get to the point quickly.
- Always ask if the reporter is on deadline before you begin. If they are, ask when a better time would be to call. Exceptions to the rule are radio and TV talk shows. Call when the show is not on the air.
- Tell the reporter why you are calling - "I saw your story on... and thought you might be interested in something my organization is doing about ..." or "I'm calling to let you know about ..."
- If you don't know the answer to a question the reporter raises, tell them that you do not know but that you will try and find out for them and call back.
- If a reporter is on deadline and is brusque, don't let that shake you. It is essential in this situation that you respond courteously to their situation by offering to call back, ask when would be the best time to call back, find out if you can fax or e-mail the information, etc. Others may be brusque even when not on deadline. Don't take it personally.
- If the reporter asks you to fax or e-mail something, confirm their fax number or e-mail address. Many organizations change their fax numbers frequently. Follow up with a fax or e-mail immediately.
- Reporters are hardly ever at their desks - although your chances are best in the morning. Don't hesitate to leave brief messages for reporters outlining your pitch. You can do this more than once, but try not to leave more than two messages. Try to keep your pitch very short, ask them to call, offer to fax or e-mail info, and say that you will call back.

- 
- Share what is working about your media "pitch" - and what isn't working - with your colleagues. It may take a couple of calls to get your pitch down, and when you find what works, share it.
  - Be prepared to have conversations with reporters who know a lot about the issue. If you finish your 30-second pitch and cannot answer reporters' inquiries, you won't be able to sell your story.
  - Reporters want to be sure you know what you are talking about. Remember that your pitch should be simple, interesting, short, and clear. But, your knowledge should go to a deeper level.
  - Keep a log with good notes about your press outreach. Record reporters' interests, key questions; note what the next steps are. Does the reporter want more info? Do you need to make a follow-up call in a few days? Record any follow-up activities on the log.
  - If a reporter says no, respect it. Do not keep harping or bothering him/her about the same story or angle. No doesn't mean "don't ever call me again." It just means don't call again with the same pitch/story. Don't be afraid to call another time with a new story, or very interesting new angle, breaking news, etc.

### **The Newspaper Interview**

#### **DO**

- Prepare. Practice your answers.
- Answer all questions on a positive note.
- Talk in simple terms and keep it short.
- Keep statistics to a minimum.
- Be honest, responsive and factual.
- Offer to obtain additional information when appropriate.
- Repeat key message points to ensure the reporter has a grasp of your ideas.

#### ***DON'T***

- Improvise. Stick to your message(s)!
- Repeat negative examples or words used by the questioner. This will reinforce negative ideas in the audience's mind. Answer positively.
- Ramble. Say what you want to say as clearly and concisely as possible.

---

### **The TV Interview: What to Wear**

*TV is a visual medium. Viewers quickly form an impression or opinion based solely on what they see. Never let what you are wearing distract from what you are saying! Always check your appearance before any on-camera interview.*

#### **YES**

- Conservative, dark-colored suits are best. For men, a splash of color can come from your tie, but keep it simple.
- Solid colors. For men, powder blue shirts are best for TV.
- Hair should be neat and away from the face.
- Men ... sit on your suit coat to ensure wrinkle-free look.

#### **NO**

- Flashy colors, stripes, checks, plaids or floral prints
- Distracting jewelry
- Carrying bulky items in pockets
- Light-sensitive glasses
- Chewing gum
- Carrying pagers or cell phones

### **The TV Interview: Body Language**

*Always remember to have relaxed, friendly body language, eye contact and posture.*

#### **YES**

- High energy and confidence
- Friendly smile and relaxed demeanor
- Direct eye contact with the interviewer
- Occasional hand gestures to emphasize your point

#### **NO**

- Slouch or sit uncomfortably straight
- Shift your eyes or gaze away from the interviewer. Never look directly into the camera or at the TV monitor.
- Play with pens, glasses, buttons or microphones
- Touch your face or hair or fix your clothes while on-camera
- Swivel in your chair
- Bounce your leg or cross your legs

---

## **Ordering *Wildfire Prevention* Campaign Materials**

- In addition to the birthday-themed items being made available to you as a part of this toolkit (available at <http://www.smokeybear.com/65bdaytoolkit>), the Wildfire Prevention PSAs, produced and distributed by the Ad Council, are available to be shared with your members, employees, stakeholders, etc.
- Include print ads in your organization or community newsletters and publications, or post or play them in your break room or at local community centers and libraries. You can also provide copies to your local newspapers, television and radio stations and encourage them to air the PSAs.
- To download or order copies of the TV, radio, print, Internet or outdoor PSAs, visit the Ad Council's PSA Central Web site at <http://psacentral.adcouncil.org>. All available materials are provided free of charge. Please check the PSA Central Web site for the various lengths and sizes available for the public service announcements (PSAs).
- Please note, the National Symbols Cache website ([www.symbols.gov](http://www.symbols.gov)) is currently not available online due to technical difficulties. Smokey Bear Wildfire Prevention materials can still be ordered by filling out and submitting an order form by fax. The form is being made available along with the toolkit materials on [www.smokeybear.com/65BdayToolkit](http://www.smokeybear.com/65BdayToolkit)
- To order educational and fire prevention materials from the National Association of State Foresters, contact the NASF Educational Materials office (Monday-Friday, 10-2 EST; [nasfedu@embarqmail.com](mailto:nasfedu@embarqmail.com); 919-494-1300).