

PERSONAL APPEARANCE OF SMOKEY BEAR

1. Policy for use of Smokey Bear Costume:

Only State and Federal organizations with wildfire prevention responsibilities shall use costumes, except for local fire departments and other organizations that are authorized in writing by the local Forest Ranger for Cooperative Forest Fire Prevention on a case-by-case basis, and only after the approving official is convinced the local departments will comply with the instructions in this section and will use the costume only for wildfire prevention purposes. Obtain assurances in writing. Individuals who use the costume must agree to:

- Use the costume only to further public information, education and awareness of prevention of wildfires.
- Never appear in less than full costume.
- Remain anonymous at every appearance and in any publicity connected with a Smokey Bear appearance.
- Use only costumes that are clean, complete and in good condition.
- Keep costumes out of sight before and after use.
- Appear dignified, friendly and firm in presenting the forest fire prevention message. Avoid clowning and horseplay.
- Always be accompanied by an appropriate fire prevention person in public appearance, except where not practical, such as on a parade float.
- Refrain from using alcohol or drugs prior to and during the Smokey appearance. This condition applies to accompanying officials as well.
- Limit speaking during appearances. Conversations or explanations should be carried out by the accompanying official. If it becomes necessary for Smokey to respond with a brief answer, such as “Hello” or “Goodbye,” use a deep, masculine and friendly voice. If the person’s voice does not have this tone quality, avoid speaking and allow the accompanying official to respond.
- Never expose the costume to rain, water, beverages, or any form of chemicals.

2. Guidelines for Smokey Bear Appearances:

- Act the part! Be sincere, kind and understanding. Do not let arms hang limp at sides; move paws, head and adjust the hat.
- Never force the bear on children or timid people. If a child appears frightened, the bear should turn away and shake hands with someone else. Never walk rapidly towards small children.
- Do not permit anyone to lead the bear by the hand.
- The person wearing the bear costume should have a private dressing place for putting on and taking off the costume.
- Following each appearance, check the bear costume for needed repairs or cleaning. Mark these needs on the box and ensure that the costume is repaired or cleaned immediately.

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3. Guidelines for Security of Smokey Bear Costume:

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

- Keep the Smokey Bear costume under lock and key when it is not in the immediate custody of a State or Federal official.
- Unauthorized use or possession of the costume is not permitted.

Smokey Bear Costume Use Agreement

I have reviewed the attached policy regarding the proper use and maintenance of the Smokey Bear costume. As an authorized representative of my Agency/Department I will ensure compliance with the attached policy while the costume is in the possession of my Agency/Department. I understand that my Agency/Department may be held liable for the cost of any repairs necessary as a result of our failure to comply with the attached policy. I understand that my Agency/Department is not responsible for damages considered by the NH Division of Forests and Lands to be the result of normal wear during approved uses.

DATE

SIGNATURE OF AUTHORIZED REPRESENTATIVE

NAME OF AUTHORIZED AGENCY/DEPARTMENT REPRESENTATIVE