

SMOKEY BEAR PROGRAM POLICY

(Please Read Before Using Costume)

Approval for the appearance of Smokey Bear shall only be considered at events that provide an opportunity to present an effective fire prevention message such as parades, appearances at schools (preschool through grade six), fairs, youth-group meetings, conservation activities, television appearances, sporting events, civic and community events, trade and trademark shows, and similar functions where a fire prevention message can be conveyed.

The Smokey Bear costume may be worn by people other than DEEP personnel, however they must agree to:

1. Use the costume only to further public information, education, and awareness of the prevention of human-caused wildfires.
2. Do NOT speak during costumed appearances unless equipped with the currently licensed Smokey Bear voice modulator system. The accompanying uniformed agency representative should provide the conversation and explanation.
3. Exhibit appropriate animation to be effective. Express sincerity and interest while appearing in the costume by moving paws, head, and legs.
4. Appear dignified and friendly. Avoid clowning, horseplay, inappropriate dancing and gestures, etc.
5. Smokey Bear should not act aggressively and should always let the public approach him first, especially small children. Smokey should let the visitor initiate a hug, paw-shake, or other greeting. Spreading his arms or extending a paw, and waiting, is a good way to let them know it's OK to be approached.
6. Never be photographed 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.
7. Never appear in less than full costume. Remain anonymous at every appearance and in any publicity connected with an appearance.
8. Use only costumes that are clean, complete, and in good condition.
9. Keep costume out-of-sight before and after use.
10. 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.
11. Do not use alcohol or illicit drugs prior to and during the Smokey Bear appearance. This condition applies to uniformed escorts as well.

Use of the Smokey Bear costume shall be scheduled through the Fire Control Office at least two weeks in advance of the appearance date.

Unauthorized use or possession of this costume is not permitted.

Unless otherwise arranged the requesting party is responsible for pick-up and return of costume on the appointed date/ times.

Requesting party is responsible for seeing that the costume is returned in the same condition that it was received. DEEP Fire Control Personnel or their designee is responsible for checking suit condition after every use.

Smokey will not appear for any commercial interests, will not appear more than once a year for the same school, class or organization. Smokey will not throw or hand out candy or similar objects.

SMOKEY BEAR APPEARANCES

1. The person wearing the costume must exhibit appropriate animation to be effective. Express sincerity and interest in the appearance by moving paws, head, and legs.
2. There shall be at least one uniformed escort to accompany the Bear. The escort shall guide the Bear at the elbow.
3. After donning the costume, the escort shall inspect the suit. Check for the following:
 - Is the drawstring tucked in?
 - Is the zipper out of sight?
 - Are the buttons fastened?
 - Is the belt firmly fastened to the pants?
 - Are the pant cuffs neat?
 - Is the hat crown up?
 - Is the head straight on the shoulders?
 - Is the fur brushed generously?
4. A private dressing room is necessary for putting on and taking off the costume.
5. The costumed bear should not force itself on anyone. Do not walk rapidly toward small children.
6. A round-point shovel is part of the Smokey Bear image. It shall be used for appearances, when appropriate.
7. The costume becomes hot to the wearer after a very short period. Limit appearances to 15-20 minute segments to minimize personal discomfort.
8. After each appearance, check the costume for needed repairs or cleaning. Note this on the outside of the storage box for immediate follow-up by the owner/manager of the costume.