



SMOKEY BEAR
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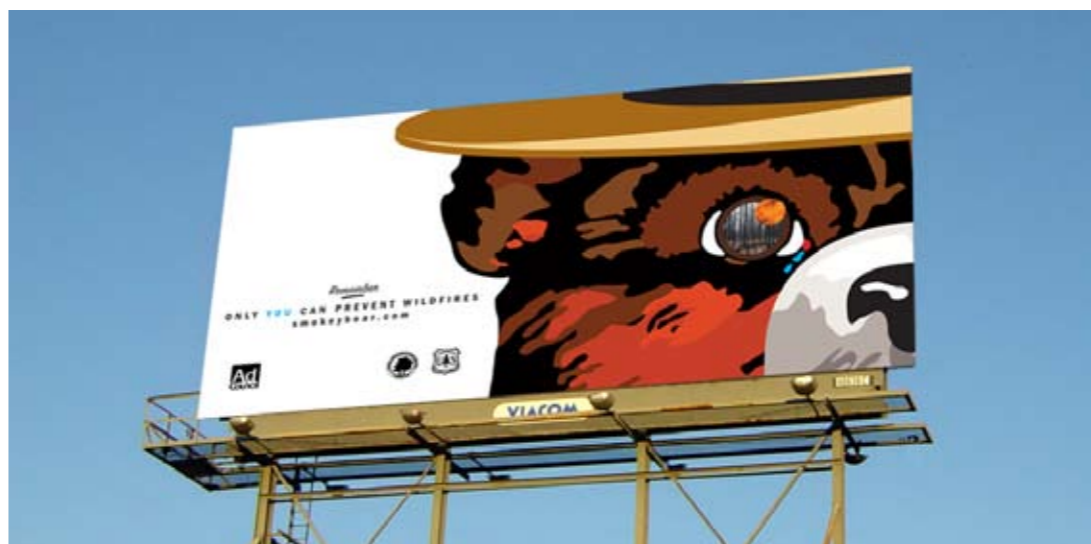
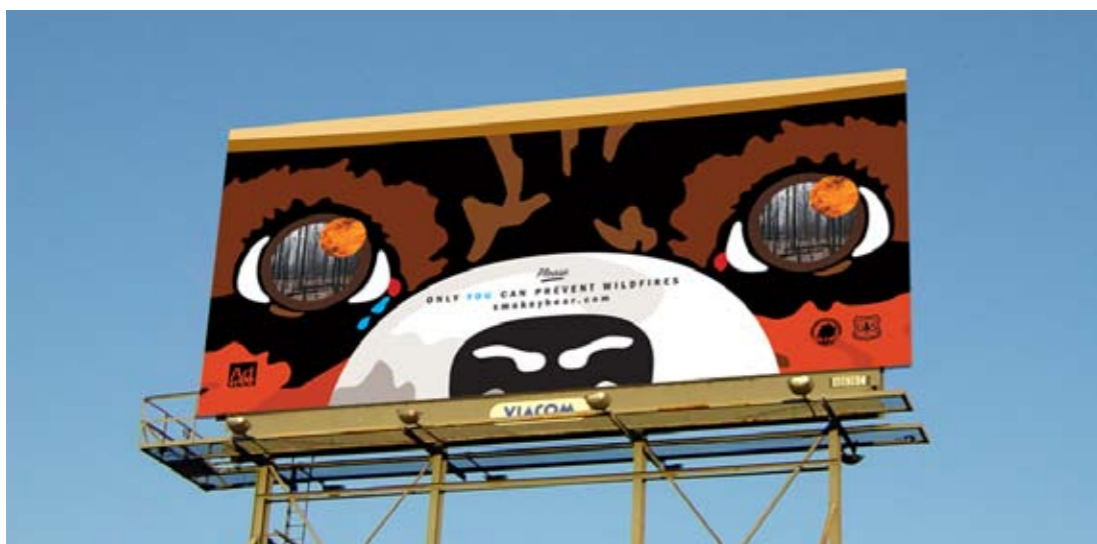
CREATED IN 1944, THE SMOKEY BEAR CAMPAIGN IS THE LONGEST RUNNING PUBLIC SERVICE CAMPAIGN IN U.S. HISTORY. SMOKEY'S IMAGE IS PROTECTED BY U.S. FEDERAL LAW AND IS ADMINISTERED BY THE USDA FOREST SERVICE, THE NATIONAL ASSOCIATION OF STATE FORESTERS AND THE AD COUNCIL. I WAS GIVEN THE CAMPAIGN IN 2006 WITH THE INTENTION OF UPDATING SMOKEY'S IMAGE - MAKING HIM MUCH MORE MODERN AND RELEVANT TO A NEW GENERATION OF AMERICANS.

AT THE LEFT IS THIS NEW, UPDATED VERSION OF SMOKEY THAT I COMPLETED. HE IS NOW MUCH MORE GRAPHIC RATHER THAN ILLUSTRATIVE, WHILE RETAINING HIS ORIGINAL PROPORTIONS AND CHARACTER. THE MOST NOTABLE CHANGE TO HIS IMAGE OCCURS IN HIS EYES. AN IMAGE OF A DESTROYED AND BURNT FOREST IS THE MAIN PART OF EYE AND THE HIGHLIGHT IS THE ACTUAL FIRE ITSELF. I ALSO ADDED A TEAR TO HIS LEFT EYE AS A SUBTLE WAY OF COMMUNICATING HIS FEELINGS WITHOUT WORDS. THE ORIGINAL IMAGE OF SMOKEY BEAR IS IN THE LOWER RIGHT.



SMOKEY BEAR
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THIS IS THE PRIMARY PRINT EXECUTION. THE LARGER, CROPPED-IN STYLE OF THIS LAYOUT WAS TO TAKE ADVANTAGE OF THE VERY GRAPHIC AND MODERN STYLE OF THE ILLUSTRATION WHILE CALLING ATTENTION TO THE MOST IMPORTANT ELEMENT IN THIS NEW IMAGE OF SMOKEY BEAR - HIS EYE WITH THE BURNT FOREST, FIRE AND TEAR. THE TAGLINE "ONLY YOU CAN PREVENT WILDFIRES." IS RELATIVELY UNCHANGED IN THE HISTORY OF SMOKEY - WE DECIDED TO ADD A MORE PERSONABLE "PLEASE", "REMEMBER" OR "INDEED" TO THE LINE, AS WELL AS HIGHLIGHTING THE IMPORTANCE OF THE WORD "YOU" IN THE ULTIMATE PREVENTION OF FIRES.







The air once smelled fresh of pine
 But now the **thick** smoke lingers
 You wheeze with the breeze,
 You cough *AND* you sneeze!
 And all you breathe now is cinders

The bears are long gone, the birds flew away
 If you're lucky you'll see a burnt clover
 The deer and the hikers? *we'd rather not say.*
 But the fish all, *sadly*, flipped over.

So, *please* bear in mind...
 when you head to the park...
 and you find a camping spot
 If you carelessly burn it,
One hot dog can turn it
 Into a parking lot.

Please

ONLY **YOU** CAN PREVENT WILDFIRES.
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Marshmallows roast
 Graham crackers toast
 And chocolate melts between 'em.
 They're *crispy* and *chewy* and really quite *gooey*
 And campers stay up to eat 'em.

They munch and they munch
 Then after a bunch,
 They all want to hit the hay.
 And sometimes, they do!
 The ignorant few
 With the fire **STILL** underway!

Then grass starts toasting
 Trees starts roasting
 And wildlife melts with much more.
 It's *crispy* and *gooey* devastatingly *ooey*!
 Now the forest is one **BIG sNO'more.**

Indeed

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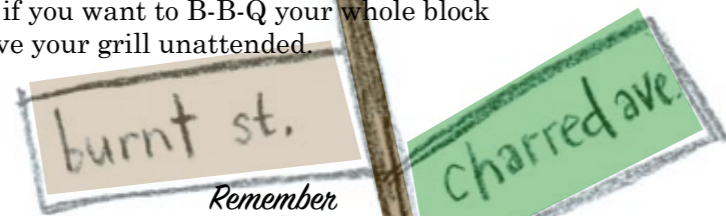


It all started on a quiet neighborhood street
 The weather was dry, and so was the heat
 There were hot dogs! And burgers! And veggies, still!
 As the charcoal burned on the grill.

With the chips, and the dip and friends in the pool
 The griller got pretty distracted,
 In a second or two, *who really knew?*
 The lighter fuel over-reacted.

The wind caught the flame!
 With impeccable aim!
 And the fire s-p-r-e-a-d through the house and the lot
 The B-B-Q got **BIGGER**, the neighbors **ALL** came,
 Whether they liked it or not.

So if you want a backyard B-B-Q...
Extreme caution is recommended.
 But if you want to B-B-Q your whole block
 Leave your grill unattended.



Remember
ONLY YOU CAN PREVENT WILDFIRES.
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Don't be a putz...
squish cigarette butts.



Remember
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B-B-Q meat,
not your whole street.



Remember
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Don't toast more
than your s'more.



Remember
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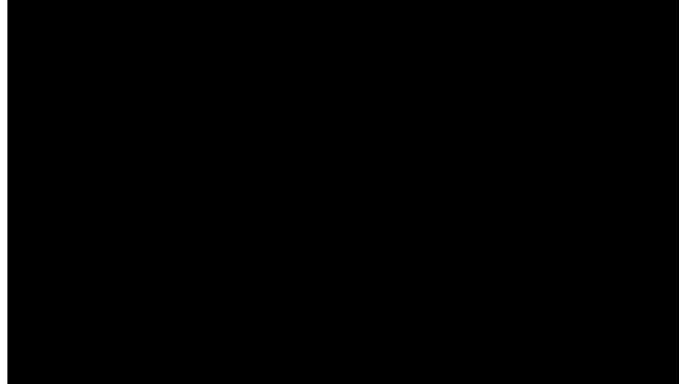


Check your charcoals, too
or you'll B-B-Q you.



Remember
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