COOPERATIVE FOREST FIRE PREVENTION (CFFP) PROGRAM 9131
(1987)

The Cooperative Forest Fire Prevention (CFFP) program of the Forest Service, State and Private Forestry, Washington, D.C., coordinates overall use of their campaign items. They arrange distribution and delivery of campaign materials to participants including CDF. They work through the Advertising Council to distribute radio and television kits to all broadcast stations and networks; car and bus cards to transportation advertisers; large three-sheet posters to outdoor and transit advertisers; news advertisement proof sheets, mats, and proofs to major mat-using newspapers; and magazine ads to publishers of national magazines, trade journals, house magazines, and magazine advertisers.

BACKGROUND 9131.1
(1987)

The CFFP program was developed in 1942, as a wartime emergency campaign. Lack of equipment and manpower to combat forest fires, increased demand for forest products, and threat of sabotage to forests called for special measures to alert the American people to the urgency of preventing forest fires. The advertising industry was asked for help to rally public support to protect the nation's forests. As a result, the forest fire prevention program became one of the first public service campaigns sponsored by the War Advertising Council (now the Advertising Council, Inc.). Foote, Cone, and Belding of Los Angeles, California have served as the volunteer advertising agency since the beginning of the program. The National Association of State Foresters and the Forest Service are jointly responsible for administering the program.

Campaigns during the war years stressed the effect of forest fires on the war effort. Slogans such as "Careless Matches Aid the Axis," and "Our Carelessness Is Their Secret Weapon," were used. Walt Disney donated Bambi for use on a poster during the 1944 campaign. The use of animals became so popular that a bear and squirrel were introduced in 1945. The bear was fitted with dungarees and a military campaign hat. Named after a well-known New York City Fire Chief, Smokey was adopted as a symbol of the Forest Fire Prevention Program. In 1950 the Smokey image was given new appeal and more glamour when a bear cub was rescued from a forest fire on the Lincoln National Forest in New Mexico. After his burns were healed, "Little Smokey," as he became known, was flown to Washington, D.C., to reside in the National Zoological Park as the living symbol of forest fire prevention.

MEDIA PROGRAMS 9131.2
(1987)

The CFFP sends a variety of forest fire prevention advertisements to newspapers, magazines, and house organs each year. We can help if we contact and encourage editors to use this material. We can advise editors about possible sponsors for large advertisements.

The CFFP advises the department when radio kits will be shipped to radio stations in California. Each kit contains a cover letter to the broadcaster from the CFFP program coordinator, a forest fire fact sheet, a cassette tape, and a variety of scripts station announcers can read. We should contact program managers to advise them of local fire problems and the best time to broadcast the messages.

The CFFP sends a kit annually to commercial television stations in California. The kit includes: a cover letter to the broadcaster from the CFFP coordinator; a forest fire fact sheet; scripts to be read by the station announcers; and two or more film spots up to one minute in length. Here again, you should contact stations about local fire problems and appropriate broadcast time.

CFFP will send annually the newspaper ad sheet, TV kit, radio kit, and other items supplied through the program to CDF headquarters. Requests for special materials can be handled by letter through channels or editors can place their own orders directly.

PROGRAM AUTHORITY AND FUNDING 9131.3

(1987)

The basic authority for the CFFP program is the Clarke-McNary Act of June 7, 1924. The act authorizes and directs the Secretary of Agriculture to cooperate "with appropriate officials of various state or other suitable agencies; to recommend for each forest region in the United States such systems of forest fire prevention and suppression as will adequately protect the timbered and cutover lands therein, with a view to the protection of forest and water resources and the continuous production of timber on lands chiefly suitable therefore."

The objective of the CFFP program is to create public support for prevention of wildfires. The program strives to reach this objective in the following manner:

- Serving as a national clearinghouse for materials, ideas, and contacts to promote public awareness of the threat posed by wildfires.
- Providing high-quality, low-cost, fire prevention materials suited for nationwide use.
- Using public service time and space facilities of radio, TV, newspapers, magazines, and transit and outdoor advertisers.
- Cooperating with all segments of the public which can contribute to the reduction of wildfires.

The CFFP program has three principal sources of funds: allotments from federal-state cooperative fire protection money, authorized by Section 2 of the Clarke-McNary Act; allotments from regular Forest Service protection and management funds; fees and royalties from the Smokey Bear commercial support program under Section 3 of the Smokey Bear Act of May 23, 1952.

Services of the Advertising Council, volunteer coordinator, and volunteer advertising agency are donated to the campaign except for out-of-pocket expenses for postage, travel, and similar expenses.

PROGRAM PLANNING 9131.4

(1987)

Planning the annual CFFP campaign starts with a preliminary meeting, usually in January. The program director, volunteer coordinator, advertising council account executive, and volunteer advertising agency representatives meet to decide on theme and general guidelines for the following year's campaign. Special problems of the past year, trends in fire causes, and suggestions from the field are considered.

After the general theme is developed, volunteer coordinator and volunteer advertising agency personnel prepare various ideas for campaign items in rough form. These ideas are presented to the Executive Committee Advertising Council and program director at the annual planning meeting, usually held in March. At this meeting, definite selections are made on artwork, radio scripts, newspaper advertisements, and other items that are to be developed.

The annual program presentation meeting is held in Washington, D.C., usually in May. This meeting includes a public presentation of materials selected at the planning meeting which have been developed into nearly final form. Leaders attend this meeting from conservation agencies and organizations, youth groups, industry, education, press, and television. After the public meeting, the CFFP executive committee meets once again to complete final plans for the campaign.

FORMS AND/OR FORMS SAMPLES: RETURN TO CDF LIBRARY HOME PAGE FOR FORMS/FORMS SAMPLES SITE LINK.

(see next section)

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