



solar  
eclipse



/ AUGUST 21, 2017 /

# KEEP OREGON GREEN

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**2017 ANNUAL REPORT**

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## FROM THE PRESIDENT'S DESK:

### *Oregon prepares for the expected, and the unexpected.*

On August 21, 2017, Oregon will witness a total eclipse of the sun. The 60-mile wide eclipse path of totality will impact a 338 mile distance across the state (16 counties). Oregon is known nationally and internationally as one of the prime viewing locations for this event. The Oregon Office of Emergency Management is preparing for an influx of 500,000 to one million people one week prior to and after the event. To add to the population challenge, the eclipse is occurring at the peak of Oregon's wildfire season. Many hotels have already been booked a year or two in advance, so visitors who do not have reservations are likely to camp outdoors. Land-owners, many hosting overnight campers for the first time, will be mowing their fields in preparation for their guests. Many more cars and trucks will be on the road towing recreational vehicles. All of these activities increase the likelihood of a wildfire ignition.

Wildfire prevention education and awareness will be essential. We all want to be able to look back on the summer of 2017 and know that we used all communication channels to their full potential. KOG will be rolling out a highly visual campaign for Oregonians and the traveling public in June, with many products overlapping in August (see page 8). KOG is at the planning table working closely with our federal and state partners as well as Travel Oregon and local Chambers of Commerce.

Who would have predicted the hype? I certainly feel fortunate that the eclipse is happening in the fourth year of my work with KOG rather than first!

## MESSAGE FROM THE CHAIRMAN:

I have been the Vice Chair of this great organization for the last several years, behind the erudite Greg Miller, who has done an outstanding job as Chairman of the Board. It is my privilege and honor to take the helm at this time, and work with our partners to continue a legacy that started in the 1940's. I appreciate this organization's simple message: prevent human-caused wildfires. It's easy to say but not so easy to achieve. KOG has stepped up its social media game to reach the maximum number of people. You would have to be living under a rock to miss the messages. That being said, we are not getting to the people who still think we are talking to someone else. The number of human-caused fires are still too high, so we are doubling down on our campaign efforts through social media, television, radio and print ads.



It's the middle of May and the weather is acting more like March. The mountains just received a new batch of snow, and it has been raining since October! We will have plenty of water in the reservoirs this year, and snow pack is well above normal. Incredible for a state that a couple of years ago was in the throes of a drought. That said, this year will be particularly challenging with Oregon at the epicenter of the solar eclipse on August 21st. Hotels and motels across the state have been sold out for more than a year in preparation for this historic event. We have our work cut out for us to educate people during what is typically the hottest part of the year. Landowners must be proactive with land closures to minimize access to non-camping areas in the forest. We want people to come and enjoy the state, but we also want them to be safe and leave Oregon as they found it. Let's work together to get the word out, keep on message and be proactive. I look forward to working with you all in the future.

Best-

**David Hampton**

## 2016 FIRE SEASON STATS (ODF)

### Acres burned were down, but human-caused fires were up

Keep Oregon Green's new website provides the latest statistics on various sources of human-caused wildfires. Those who were out playing in Oregon's forests were igniting more fires (339) than those who were at home (259) or working in the woods (38). In total, people accounted for 84 percent of the fires and 93 percent of the acres burned in 2016. Hot equipment, from carbon sparks to burning vehicles, started the majority of the fires (165). Debris burning fires(143) and recreational fires (118) were also to blame.

STATEWIDE	Number	Acres	Suppression costs
Debris burning	143	145	\$225,245
Equipment use	165	365	\$1,174,586
Recreation (camp-warming fires)	118	215	\$1,022,372
Misc.	94	37	\$207,134
Smoking	35	75	\$1,184,708
Juveniles	16	12	\$42,117
Arson	28	208	\$3,197,756
Under Investigation	10	1,972	4,133,034
<b>Total 2016</b>	<b>611</b>	<b>3,029</b>	<b>\$11,186,954</b>
2015	595	57,515	\$67,118,851
2014	557	14,549	19,149,846
2013	512	1,976	\$4,382,731

## KEEP OREGON GREEN'S NEW WEBSITE

KOG worked with DHX Advertising, Inc. and a small committee of federal, state, tribal and private land representatives to help shape the look, feel and functionality of the Association's brand new website. Loaded with prevention information, the site went live in May— just in time for Wildfire Awareness Month, 2016. The site features a password-protected toolkit for fire service personnel and a page highlighting past marketing campaign artwork and historic images. In order to generate some additional revenue, KOG added a merchandise page to sell our engraved Hydroflasks, mud flaps, t-shirts and more. The new website is attractive, easy to navigate and displays nicely on mobile devices. We are also proud that it won a 2017 Rosey Award of Merit!



## KEEP OREGON GREEN'S NEW LOOK



**EVENT BANNERS:** Taking a cue from the website's key theme areas, new marketing products have been created and more are on the way. The same design elements of color, graphics and typefaces will be used across a wide variety of outreach materials. First on the list were three retractable banner stands as well as a horizontal wall banner. They were printed and delivered just in time for the state fair, and they have since been used at many other large group events. KOG now has an account with the State of Oregon's Publishing and Distribution service and, as a result, we have access to printing and mailing services that are helping us produce more with greater savings.

**STATE FAIR BOOTH RENOVATION:** ODF/DOC inmate crews removed and recycled the large plexi-glass light fixtures and installed new wooden wall surfaces last spring. They came back during the winter and removed the 'room' in the center of the booth to make way for a new counter and cabinets. We appreciate the hard work of the inmate crews and leaders. Their assistance enabled us to save a great deal of time and keep expenses to a minimum. They will



be back in June to install the new fixtures. The booth will have a more open-air feel and we will be able to greet fair-goers as they enter the booth.



*The new counter and cabinets will be installed on the wall between the two barn doors. The front counter will feature a large engraving of the KOG logo.*



## 75TH ANNIVERSARY GALA

Keep Oregon Green turned 75 on April 28, 2016! An anniversary gala was held on November 5 as a nod to the big kick-off dinner and discussion initiated by Governor Charles A. Sprague back in 1941. That initial event invited prominent Oregonians from all over the state to advise and lead the Keep Oregon Green campaign.

KOG members and friends gathered together for an evening of hors d'oeuvres, cocktails, dinner, and jazz and rock music, as well as a silent and live auction. Tables were decorated using the vintage KOG Hugh Hayes placemats, vintage logo table toppers and centerpieces of potted tree seedlings. Memorabilia was on display highlighting KOG's work through the decades.

It was an evening to remember and the Association raised nearly \$21,000!



## 2016 SUMMER FIRE SEASON

**TV AND RADIO SPOTS:** Keep Oregon Green revived a long-standing partnership with the Oregon Association of Broadcasters' (OAB) Public Education Program. We spent \$12k with OAB to air the OSU and UO football coaches' defensible space, campfire and debris burning safety spots with a goal of receiving \$24k of additional spots. The campaign generated an air-time value of \$102,031, which was an 8.50:1 ratio, over-performing the 2:1 expectation.



**BILLBOARDS:** Human-caused wildfires have been on the rise in southern Oregon, which prompted KOG to focus some extra outreach attention in this area. KOG purchased billboards in Eugene on highway 105, in Roseburg on 1-5 and highway 42, and in Medford on highway 62. With Mark Helfrich's departure from the University of Oregon, KOG will temporarily suspend its contract with the universities to focus funds on the eclipse for 2017. We will resume the contract in 2018 using the Duck and Beaver mascots (see page 8).

**SOCIAL MEDIA:** Every Monday during fire season, forestry employees gathered together at ODF's headquarters in Salem to receive updates on the weather forecast, and hear reports from the three areas around the state. Immediately after each meeting, KOG and ODF prevention and public affairs staff met to debrief the news, and craft and schedule prevention messages for the week. Through the use of catchy graphics, KOG was able to increase 'likes' and activity on its social media accounts through paid promotion.

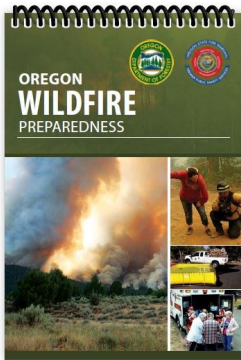


## OREGON STATE FAIR

The Keep Oregon Green booth showed visitors a new look at the 2016 Oregon State Fair. The wooden wall surfaces allowed us to create a special display celebrating KOG's 75 years of wildfire prevention service to Oregon. Signage featured the various marketing campaigns that KOG created over the years. Fair-goers learned about KOG's mission, purpose and history and prevention tips through interactions with staff, vintage KOG posters and memorabilia displays. All state agencies in the natural resources area submitted activity pages for a new passport booklet for youth. The USFS assembled the pages, and printed and dispersed the passports to all of the booths. As kids completed an agency's page, they earned a small prize for their work. New KOG merchandise was available and we had record sales!

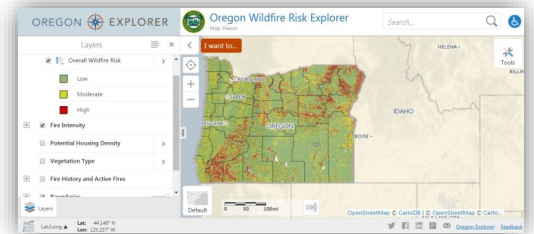


## NEW PREVENTION TOOLS



**OREGON WILDFIRE PREPAREDNESS:** The Oregon Office of State Fire Marshal initiated a small wildland-urban interface committee with KOG and ODF to examine current WUI prevention outreach materials and identify information gaps. Many resources were available from national programs and neighboring states, but there weren't many specific to Oregon. QuickSeries Publishing created a laminated, spiral bound pocket guide on Wildfire Preparedness that was durable and featured to-the-point content and simple messaging in a convenient tabbed format. We worked with QuickSeries to modify their generic guide with Oregon-specific content. When funding allows, we're planning to convert the content to an electronic guide in the future.

**OREGON WILDFIRE RISK EXPLORER:** ODF and OSU are enhancing the Oregon Wildfire Risk Explorer (OWRE) tool, incorporating new regional wildfire risk assessment data and functionality. There are two phases of this project; a public portal and a professional portal. Homeowners will be able to enter their address and use the information to shape their landscape and reduce their wildfire risk. Keep Oregon Green has been involved with the work of the steering committee to help guide the content and outputs of the public portal. Encouraging homeowners to create defensible space is a good step toward keeping an accidental fire start from spreading to a neighboring forest. Civic leaders and local planners will be able to query data and use information for Community Wildfire Protection Plans (CWPP), policy discussions, management decisions, and landscape resource protection priorities.



**EXPLORE OREGON'S FORESTS** was a jointly-funded grant project with ODF and OSU linking educational content, landscapes, and technology together to foster greater public understanding of forests. It uses tourism and technology to educate people about Oregon's Forest Action Plan priority issues. The new online resource enables visitors to learn about forestry through virtual or real visits to specific forest landscapes using the latest in interactive technology. The site features videos, online virtual tours and printable information. Keep Oregon Green collaborated with the developers to select the wildfire tour stop and provide content for its pages. [www.exploreoregonforests.org](http://www.exploreoregonforests.org).



## MAY IS WILDFIRE AWARENESS MONTH

May 2017 marks the 16<sup>th</sup> year of a Wildfire Awareness campaign, and the 9<sup>th</sup> year of Oregon's involvement in a multi-state proclamation. Forestry agencies from Oregon, Washington, Idaho, Montana, South Dakota, California, Nevada and Utah have all signed the proclamation, encouraging their citizens to take steps to better protect their homes and communities from wildfire, and work toward becoming a fire-adapted community. KOG, OSFM, ODF and many other federal, state and local fire agencies call on residents to be aware and prepared for the coming fire season and the high potential for human-caused wildfires. Each week, KOG spotlights a different message, such as creating good defensible space at home, the proper method for burning back yard debris piles, and campfire and equipment safety. KOG thanks the Oregon Office of State Fire Marshal for their generous financial contribution to KOG's annual Wildfire Awareness Month marketing campaign.



**OSU/UO SMOKEY BEAR BASEBALL:** Smokey threw out the first pitch at an OSU and UO baseball game. KOG had a table set up at each stadium, and there were live in-game announcements and video board messaging throughout the game. Smokey Bear handed 300 Smokey Bear baseballs to youth as they exited the stadiums. These games were great opportunities to promote Wildfire Awareness Month messages to large, captive audiences in stadium as well as on the Pac 12 network. OSU's Goss Stadium had record attendance on our game day, and ODF's Tom Fields was on air talking wildfire prevention with Mike Parker during breaks in the action. KOG thanks Starker Forests, Seneca Jones Timber Co., and the Oregon Department of Forestry for sponsoring and assisting with the game festivities.

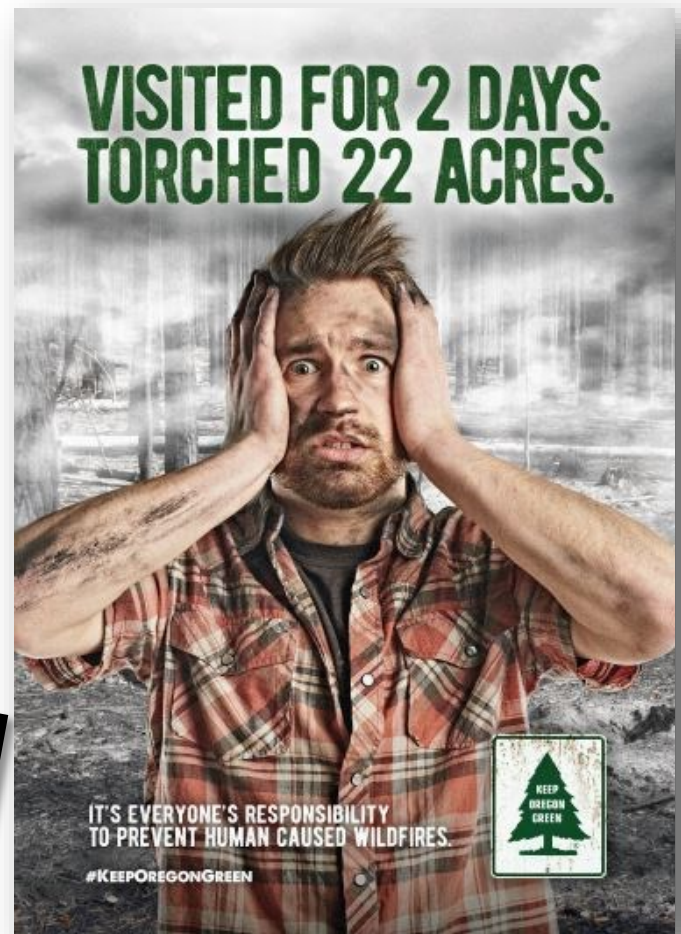
**WAM COFFEE SLEEVES:** The KOG/Smokey Bear sleeves were such a popular item in 2016, that KOG doubled the order of coffee sleeves for 2017. With BLM's funding assistance, we ordered 240,000 coffee sleeves with the image of Smokey, the KOG logo, and the *Only YOU* theme. Cases of sleeves were distributed to the 12 ODF districts and three Forest Protective Associations. They, in turn, worked with local coffee vendors to disperse them to the public.





## ON THE HORIZON:

**2017 SOLAR ECLIPSE:** KOG will raise awareness of wild-fire prevention during August's eclipse using a range of outreach methods (billboards, posters in airports and at waysides, web banners, press releases, rack cards, redesigned KOG placemats for restaurants, social media, and TV and radio PSAs). These campaign elements will be layered throughout the summer, with a heavy overlap of products in August. All of our graphic products will be available for fire professionals on our website's toolkit by early June. Follow us on social media (Facebook, Twitter and Instagram) for more information.



## TEAMING UP TO TACKLE WILDFIRES

**NEW TELEVISION & RADIO SPOTS:** KOG teamed up with ODF, OSFM, UO and OSU to write scripts and assemble a cast of characters for a photo and video shoot. Governor Kate Brown joined Smokey Bear, the Duck and Benny Beaver in the signing room to create some new wildfire prevention spots. Magaurn Video and Jim Carrol Photography met the crew at the CCTV studio in downtown Salem and filmed the mascots in front of a blue screen. Animated lawn mowers, campfires, debris piles and cars will be added in post-production. With help from the Oregon Association of Broadcasters, KOG will air the new spots in June, July and August.



*Governor Brown on set with the mascots wearing eclipse glasses for KOG's new summer fire season ad campaign.*

