



# solar eclipse



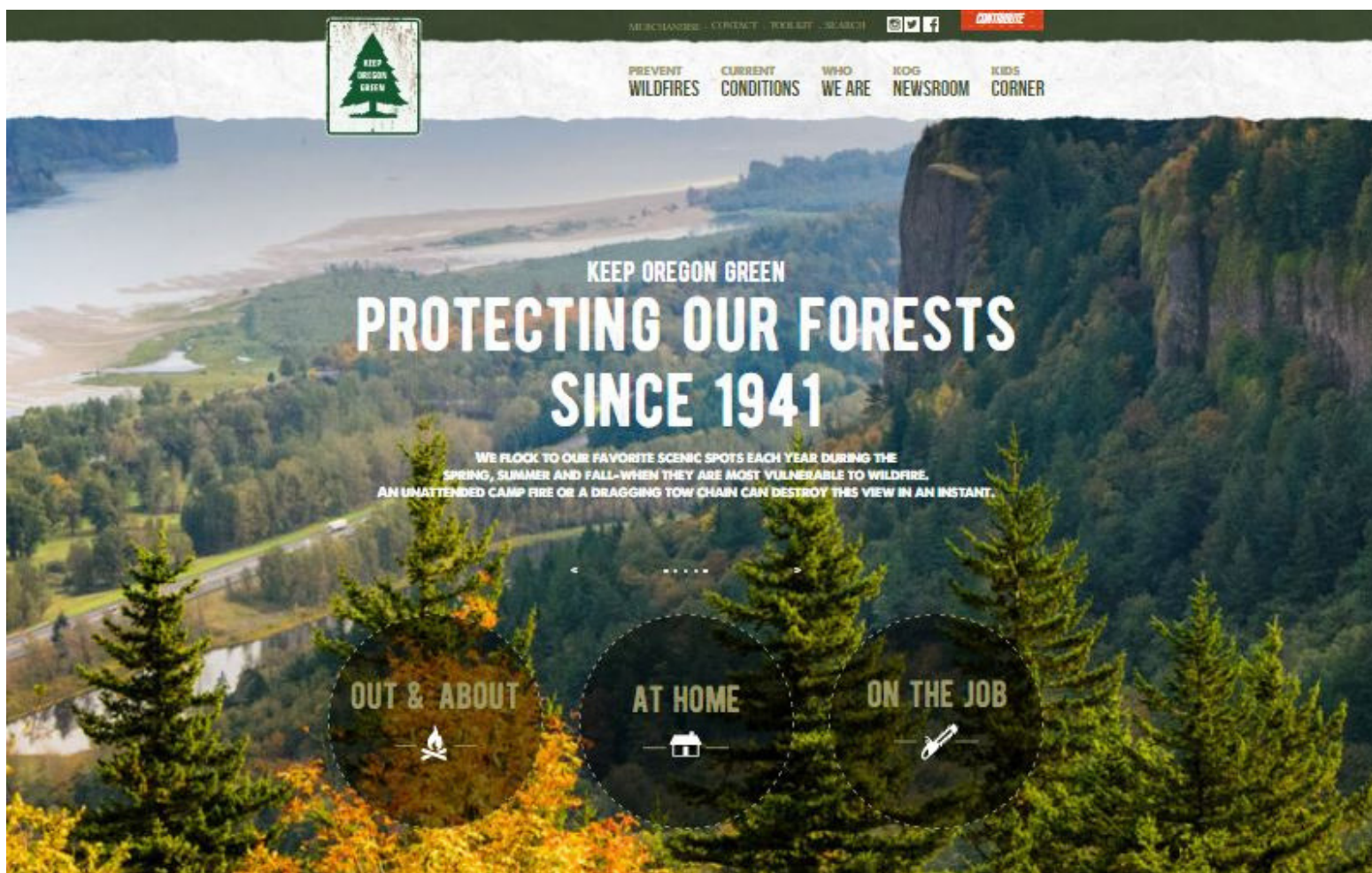
/ AUGUST 21, 2017 /

Oregon prepares for the expected -  
-and the unexpected

On August 21, 2017, Oregon will witness a total eclipse of the sun. Several key cities across the state, from Depoe Bay (10:15AM) to John Day (10:19AM), are in the path of totality and will experience maximum darkness for about two minutes. 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 travelling around our great state 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. Human-caused wildfire prevention will be essential.

KOG will be rolling out a highly visual campaign for Oregonians and the traveling public in June. We'll broadcast our prevention message using a range of outreach methods (billboards, posters in airports and at waysides, web banners, press releases, rack cards for hotels, KOG placemats for restaurants, KOG/Smokey Bear coffee sleeves, and TV and radio PSAs). These campaign elements will be layered throughout the summer, and we will target areas around the state with social media messages from the end of July through August. KOG is working closely with our federal and state partners as well as Travel Oregon and local Chambers of Commerce. All of our graphic products will be available for fire professionals on our website by the end of March. Follow us on social media (Facebook, Twitter and Instagram) for more information.

# OUR WEBSITE



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Our goal was to make a stronger emotional connection with the public by presenting a side to the KOG story they haven't heard before.

-DHX Advertising

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**Keep Oregon Green's** website needed an overhaul in order to help build brand awareness and host a wide variety of prevention information for the public. Other items on the wishlist included a password-protected toolkit for fire service personnel and the ability to display past marketing campaign artwork and historic images. In order to generate additional revenue, KOG needed an eye-catching contribution page and a portal to sell our merchandise. KOG was also missing valuable traffic without a mobile version of our website. We worked with DHX Advertising and a panel of federal, state, tribal and private land representatives to help shape the look, feel and functionality of our brand new website. It went live in May, 2016, just in time for Wildfire Awareness Month. We are very pleased with the result and will be using the new fonts and graphics to update other products, such as brochures and event displays. Check it out at [www.keeporegongreen.org](http://www.keeporegongreen.org) and let us know what you think!



# 2016: SUMMER WILDFIRE SEASON

**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 and about or at play 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. Wildfire prevention education is a non-stop effort, as younger generations grow up and move out around the state, and new residents move in to Oregon. One fire is a fire too many. Here are just a few ways KOG worked to reach the public this year:

KOG and OPRD supplied all east-side campgrounds with 5-gallon buckets to help remind visitors to extinguish their campfires.

KOG contributed content to ODF & OSU's new 'Explore Oregon Forests' website. Ashland is a virtual tour location where visitors can discover what makes a community more resilient to wildfires.

UO's Mark Helfrich, and OSU's Gary Andersen team up with Smokey Bear to 'tackle' wildfire.

Introducing our new 20 oz KOG Hydroflask coffee mug with a spill-proof flip top!

KOG and BLM split the cost on 120,000 coffee sleeves. ODF district offices and Forest Protective Associations worked with local coffee vendors to disperse them to the public.

Oregon Office of State Fire Marshal's Claire McGrew and Bethany Emmert volunteered to help staff the newly remodeled KOG booth and visit with the public at the Oregon State Fair.

KOG Honorary Chair, Governor Kate Brown, helped the Association create several 30-second spots appealing to Oregonians to be careful with fire.

KOG promoted wildfire prevention during Wildfire Awareness Month in May, 2016. Starker Forests sponsored a baseball game at OSU, and Seneca Jones sponsored a baseball game at UO. Smokey Bear handed baseballs to youth as they exited the stadiums.



# KEEP OREGON GREEN GALA

**Celebrating 75 years of service with dinner, music, and an auction.**

The Association 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.

We celebrated KOG's longevity with tables 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. Eighty-six friends and colleagues mingled and enjoyed hors d'oeuvres, cocktails, dinner and jazz and rock music as well as a silent and live auction. It was an evening to remember and we raised nearly \$21,000!



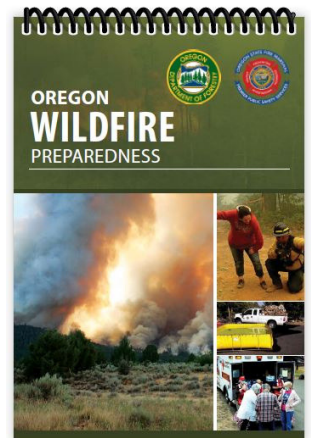
## HELP DEFEND OREGON FROM WILDFIRE

**We need your support.**

KOG is protecting Oregon's scenic landscapes from human-caused wildfires—one Oregonian, transplant and tourist at a time. Thanks to the support of people like you and assistance from our community partners, we are able to stretch every dollar invested in our campaign efforts. A \$1,500 contribution becomes \$3,000 worth of outreach.

**100% goes to the cause.** State dollars fund our operating costs, allowing every dollar raised to go directly toward public wildfire prevention education.

**Wildfire prevention is crucial.** A wildfire prevented is a wildfire that does not need to be put out. That saves in suppression costs, protects homes, lives and habitat, and protects our ability to enjoy Oregon's outdoors for generations to come.



**NEW! Free wildfire pocket guides** cover everything from wildfire behavior and prevention to defensible space and evacuation.

**TOGETHER WE CAN REDUCE THE NUMBER OF HUMAN-CAUSED WILDFIRES IN OREGON THROUGH AWARENESS AND EDUCATION.**