



WE DID IT!

On December 15th, Keep Oregon Green launched the sale of a new Smokey Bear license plate for Oregon. We sold 3,000 vouchers in 15 days.

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FROM THE PRESIDENT'S DESK:

SMOKEY BEAR TURNS 75!

Hat's off to you, Smokey Bear, for 75 years of wildfire prevention service and vigilance! Nearly nine out of every 10 wildfires in the United States are human-caused. Since Smokey's creation, the average acres burned each year due to wildfire went from 22 million to 6.7 million. Smokey Bear has been working to reduce this large number and encourage personal responsibility.

Last November, KOG submitted an opinion letter to the Oregonian titled, "Wildfires are not Smokey Bear's Fault (11/17/2019). It was in response to a phenomenon dubbed "the Smokey Bear effect" that has been gaining local and nation-wide traction in the media. The idea contends that Smokey's aggressive 'wildfire suppression policy' has contributed to a large build-up of fuels that have made our forests more vulnerable to long-term combustion.

KOG pushed back on this notion, arguing that Smokey doesn't wade in to controversial topics like prescribed fires or forest and fire management policies. How people move into the wildland-urban interface, how and where they play on the landscape, and how we use fire to accomplish specific objectives are all matters well out of Smokey's hands. Smokey Bear is an icon. His image and message are widely recognizable. His purpose has always been to prevent *careless or accidental* human-caused wildfires. During fire season, when firefighting resources have often been at a premium, agencies ask that people follow Smokey Bear's lead and be careful with their activities in order to allow firefighters to focus their attention on challenging lightning fires.

Keep Oregon Green appreciates the ability to use Smokey's image as a part of its wildfire prevention campaign efforts. It only takes one spark from an abandoned campfire, a backyard burn pile or a car's dragging chain to send thousands of acres up in smoke. It's just common sense to continue promoting Smokey's important message in order to protect lives, property and resources.

MESSAGE FROM THE CHAIRMAN:

Fire season is upon us and, if all goes as predicted, we will be in for another hot and dry summer with above average fire danger. The fire outlook suggests that significant wildland fires are likely to occur in the northwest part of Oregon in June and July and then spread south and east in July and August. As of this writing, we are 7 inches below normal rainfall.

Recall that the 2017 Eagle Creek fire in the Columbia River Gorge kept Portland in smoke for two solid weeks. Wildfire smoke also caused Medford to be ranked the 10th most polluted area in the US. Smoke-filled skies prevent us from enjoying outdoor activities, and in some cases making it impossible to breathe. In response, Governor Brown has tasked some of Oregon’s top minds to head a Wildfire Council to come up with ideas and deliverables to mitigate the potential for catastrophic wildfire. Thinning dense forested areas, conducting prescribed fire operations and boosting initial attack resources are all topics on the table to lessen the severity of fire.

At Keep Oregon Green, we know that a fire prevented is a fire that does not need to be suppressed. The Smokey Bear license plate will soon be on vehicles statewide spreading the good word. The money generated by this plate will give us the needed resources to increase our ad buys, and serve as a constant reminder to prevent human caused wildfires. More people are moving to Oregon -on the order of 5,000 per month- to experience the wonders of our state’s natural beauty. That means more people are hunting, hiking, fishing and camping who have never heard of Keep Oregon Green. It’s no easy task for this Association to reach everyone, but we are tenacious! It takes a concerted effort by many to get the message out to as many people as possible. Help us spread the word!

David Hampton



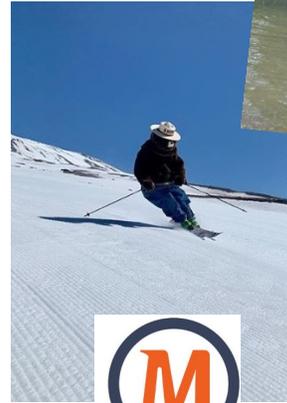
2018 FIRE SEASON SUMMARY (ODF)

2018 was Oregon’s fourth worst fire year this century. 897,263 acres burned across all jurisdictions. Statewide, there were 2,019 wildfires. Of those, people were responsible for 1,330 fires that burned 329,720. On state protected lands, debris-burning fires were the leading cause of wildfires (237). Property owners ignited more fires (381) than those who were out playing in Oregon's forests (317) or working in the woods (54). In total, people accounted for 80% of the fires on state-protected lands, and 66% of the fires on all jurisdictions. In August, however, ODF saw a decrease in human-caused fires compared to the 10-year average. Campfire issues were down 50%, vehicle-related fires were down 40% and debris-burning was down 85 percent.

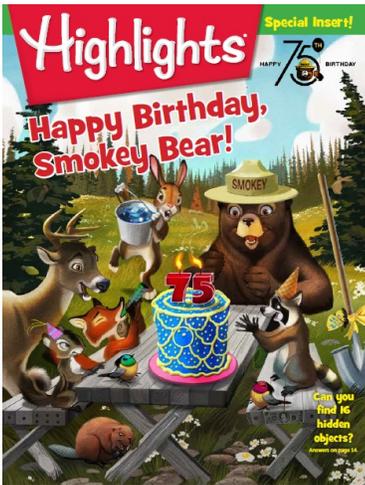
STATEWIDE	Fires	Acres	Suppression costs (District + Extra Only)
Debris burning	237	3,147	\$1,216,484
Equipment use	178	374	\$1,611,012
Recreation (camp-	92	80	\$251,950
Misc.	74	7,844	\$5,227,092
Smoking	34	10	\$51,218
Juveniles	9	2	\$6,477
Arson	26	10	\$165,602
Unknown	58	13,887	\$4,872,983
Total 2018**	743	25,507	\$13,507,466
2017	558	20,011	\$3,564,490
2016	611	47,428	\$11,186,954
2015	595	57,515	\$67,118,851
2014	557	14,549	19,149,846
2013	512	1,976	\$4,382,731

OREGONIAN AT HEART: NEW KOG SMOKEY BEAR PSA

Smokey Bear is an Oregonian at heart. KOG, working with the assistance of our filming friends at Magaurn Video, will air a new spot this spring featuring Smokey Bear recreating at a few of Oregon’s iconic natural areas. He was caught skiing down the Magic Mile on Mt. Hood, fly-fishing on the John Day river, and rock-climbing at Smith Rock State Park. He will also show up in a few other famous places around our great state in the coming weeks, and then the studio magic begins. We hope to have the ad air by mid June. Also in the works is a second ad that features people engaged in common, everyday activities that can lead to an accidental fire. The spot will show the Smokey Bear hat magically appearing on a person’s head as they go about their activity with an eye to prevention.



HIGHLIGHTS MAGAZINE PARTNERSHIP



Thanks to funding from the USDA Forest Service and 20 state forestry agencies, every Highlights subscriber in the US and Canada will receive a special 16-page Smokey Bear 75th Birthday celebration activity booklet.

This Smokey themed booklet was developed by the Mid-Atlantic Fire Compact and delivered to nearly 1 million Highlights subscribers in their April magazine. It enables federal and state agencies to expand their reach to young children and educate them about the importance of fire prevention and protecting public lands, including forests and grasslands. KOG, ODF and OSFM contributed \$5,000 to bring the booklet to Oregon Highlights subscribers.

SMOKEY BEAR MEMORABILIA

Thanks to Jack and Nancy Winchell of Roseburg, KOG was able to borrow Jack’s Smokey Bear memorabilia and create a travelling display for loan it to a variety of museums and other high traffic public facilities around the state. The items cover the decades, from the 1940’s on up through today. During May, the collection is on display at the World Forestry Center. The display will travel to the High Desert Museum, the Tillamook Forest Center, the Oregon State Fair and DPSST. There may be openings in the calendar for the display to make a stop at a location near you.



SMOKEY BEAR LICENSE PLATES

The new Keep Oregon Green/Smokey Bear license plates will be available to the Oregon public on August 1, 2019, just as Smokey Bear prepares to celebrate his 75th anniversary on August 9. Not only will these plates increase Keep Oregon Green's visibility around the state and create awareness of the need for wildfire prevention, but they will provide much needed revenue to KOG. More funding allows us to conduct even more outreach and education.

We thank DHX Advertising in Portland, Oregon. Their team not only designed the handsome license plate, but also created the plate's information and sales page on KOG's website, and several weeks worth of social media advertisement graphics (which we never had a chance to use). We also want to thank the Oregon residents who bought vouchers and helped us make this plate a reality.

KOG received \$122,160 for selling 3,054 vouchers. The DMV keeps administrative fees and future plate order fees, so the total check submitted to KOG was \$108,814. Royalties paid to the USFS for use of Smokey Bear is 10% of this last amount. KOG must continue to sell 2,000 plates a year or it goes away.

The DMV has also allowed KOG a VIP list of plate numbers 1-20. SB00001 will go on the KOG van. The rest of the numbers are currently being auctioned off on Ebay. All of the proceeds from the auction will be applied to future fire prevention education outreach and awareness activities. The auction started with number 20 and should finish mid July with number 2.



WILDFIRES DESTROY MORE THAN TREES

was the campaign theme for 2018. These images were used on our social media sites, and by our partners for signs, fliers, and interpretive displays. The idea behind the imagery was to call to mind the heavy smoke that choked Oregon's air for a long stretch of time in 2017. The visuals carried a more serious tone. Wildfires not only destroy trees; they destroy lives, property, recreation opportunities and the state's scenic, economic and natural resources. Nearly \$40K worth of billboard space was reserved for the towns of Roseburg, Grants Pass and Medford. With help from the Oregon Association of Broadcasters, KOG aired the spots May through September. KOG spent \$29k with OAB to air radio and TV spots. 373 radio stations aired 18,982 spots at a value of \$373,269. 74 TV stations aired 3,601 spots for a value of \$168,513. The campaign generated an air-time value of \$384,059 which was a 13:1 ratio, over-performing the 2:1 expectation.



OREGON STATE FAIR

Keep Oregon Green displayed its prevention TV spots and the 2018 campaign artwork in the booth at the Oregon State Fair to connect KOG's statewide marketing efforts with our in-person presence at the fair. The ad artwork was interspersed with a series of large maps that showed 2018's current fires, the locations of 2017's human-caused fires and the locations of fires occurring in Oregon's wildland urban interface. There were interactive displays as well, including our staffed game wheel and a new selfie-station. The fair is KOG's once-a-year opportunity to have face-to-face interactions and conversations with Oregon residents about the summer's current fire picture and our mission and important work. Special thanks to our board members who served as volunteers during the state fair. Your time and service is valued and appreciated!



EXTERNAL EVALUATION

Every five years, the Oregon Forest Resources Institute (OFRI) surveys Oregonians to assess their opinions, and gauge values and beliefs related to forests.

In January, 2015, OFRI allowed KOG to insert four questions into its statewide survey. KOG inserted duplicate questions again in January, 2019 to assess progress. Respondents were invited to the on-line survey via email, and 800 Oregonians completed the survey. A combination of quotas and weighting by age, gender, area of state, and education were used to match the demographic makeup of the general population in the state. A brief summary of the KOG questions and responses follow:

1) Prior to the survey, have you heard of Keep Oregon Green?

2015: Yes 41%	2019: Yes 60%
No 51%	No 31%

2) What would you say is the primary mission of KOG? (shown logo)

2015: Prevent wildfires 6%	2019: Prevent wildfires 15%
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3) Where did you hear of KOG? TV (35%), road signs (30%), internet (20%), social media (19%), newspaper (16%), billboard (16%), radio (13%), magazine (8%), other (9%), don't know (17%)

It is clear that Keep Oregon Green suffered from brand awareness given the 2015 results. While the 2019 responses show a slight uptick, it is important to note that KOG's funding has not changed at all since 2015. What has changed is how funds are used. KOG has placed stronger emphasis on social media (paid promotions and more communication overall), creative approaches with new partnerships, eye-catching marketing campaigns and new marketing products.

Lack of brand awareness is the root of all marketing woes. If the public does not know who we are, the messages we push forward have no meaning. Brand awareness drives our narrative and breeds trust. Other businesses with healthy budgets work on brand awareness year-round. KOG has never had the luxury of spending limited funds outside of fire season. With the new Smokey Bear license plates, that will all change. The plates will create a presence and an awareness all year long, and it will significantly boost KOG's budget, allowing this Association to significantly boost its presence around the state in the future. We look forward to working with OFRI in the future and we hope to see these survey numbers increase in the next five years!

WILDFIRE AWARENESS MONTH

May 2019 marks the 11th year of Oregon's involvement in a multi-state proclamation. Forestry agencies from 10 western states have all signed a proclamation encouraging their citizens to take steps to better protect their homes and communities from wildfire.



A host of federal, state and local fire and emergency response agencies are working together during May and into the summer months, encouraging Oregon residents to be prepared for the coming fire season and also seek the public's help in reducing the risk of human-caused wildfires. Each week highlights a different fire topic and, each week, agencies are taking turns addressing wildfire from their perspective. In addition to the usual suspects, ODOT, Travel Oregon, Red Cross, OSP, DEQ, OHA, and FEMA have joined in on message creation and amplification. We thank our partners for their tremendous cooperation and assistance. Our work has led to great media coverage and public awareness.

KOG is working with the Oregon Association of Broadcasters to push Wildfire Awareness Month radio ads throughout the state during the month of May. They will help us air more fire prevention TV and radio ads throughout the summer. KOG thanks the Oregon Office of State Fire Marshal for their generous financial contribution to KOG's annual Wildfire Awareness Month marketing campaign. Their support allowed KOG to run WAM ads on OPB statewide for four weeks during May and June.



INTERNAL EVALUATION



KEEP OREGON GREEN PARTNER SURVEY:

KOG asked approximately 142 partners to participate in a satisfaction survey to determine whether KOG's stakeholders feel the Association is pointed in the right direction and performing to expectations. 93 people responded (65% response rate). Virtually all responses to the survey were positive. Respondents offered comments voluntarily, which will assist in interpreting results. There are a few areas where respondents were lukewarm in their responses overall, which may indicate areas of

focus for improvement.

- Respondents all know to some degree what KOG's goals and mission are. They feel involved in KOG and they think KOG is important for preventing wildfires in Oregon.
- Respondents think KOG is pointed in the right direction. KOG is quick to respond to inquiries and needs of wildfire prevention professionals. Respondents think KOG's messages appear at the right time of year, and they think recycling campaign messages is a good idea.
- Respondents generally didn't know how KOG's efforts should be split between state-wide and local efforts. KOG somewhat complements or somewhat effectively keeps pace with local wildfire prevention activities. KOG could improve stakeholder involvement with regard to program development.
- Respondents were more lukewarm on the modernity of KOG methods and success at informing the public about who KOG is and what it does.

2019 CAMPAIGN ARTWORK:

Keep Oregon Green has already reserved several billboard locations throughout the state for the upcoming fire season, with heavy emphasis in the southern Oregon area (Lane, Douglas, Jackson, Josephine and Klamath counties). With the plates on the horizon, using the plate artwork for billboards has two effects: 1) Brand awareness (see survey results, page 6). We want to make sure the Oregon public continues to recognize Keep Oregon Green’s messages. The use of Smokey Bear in concert with our slogan cements our message and our purpose. 2) Prevention awareness: the custom messaging on the plate will remind the public of the need for prevention. Previous eye-catching campaigns have led people to search our name, find our website, and communicate with us on social media. The image of the plates themselves should drive more searches of KOG.



ON THE HORIZON:



KOG will introduce a new brochure this summer that has the same look and feel as the website. It will contain information about KOG, and provide basic tips to prevent

the variety of sources of human-caused wildfires. Individual rack cards will tier off of the main brochure, addressing each firestart separately, allowing fire agency employees to pick and choose from topics of concern in their local area and distribute as needed.



OTHER SMOKEY BEAR 75 CELEBRATIONS:

There are a few places to catch Smokey this summer and help him celebrate his birthday.

- The Grants Pass Balloon and Kite festival will host the Smokey Bear balloon on May 31 through June 2.
- Smokey is an invited guest in the Grand Floral Parade at the Rose Festival on Saturday, June 8th, in Portland. ODF is supplying a vehicle and staff, and KOG is supplying Smokey!

