

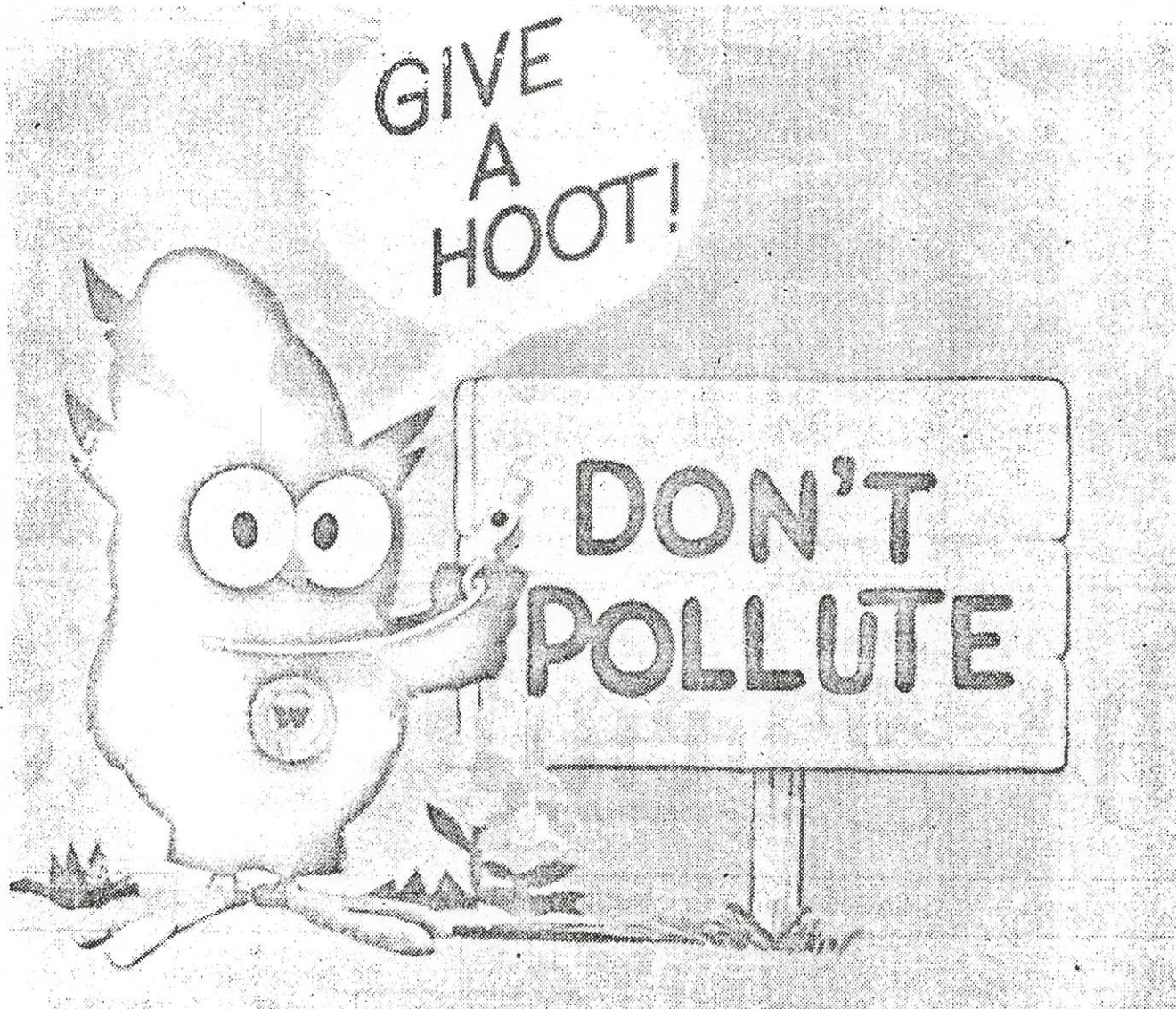
FOREST SERVICE • U.S. DEPARTMENT OF AGRICULTURE

PRESS CLIPPINGS



SPECIAL EDITION

WOODSY OWL CLIPSHEET



—United Press International

SMOKEY GETS A BUDDY

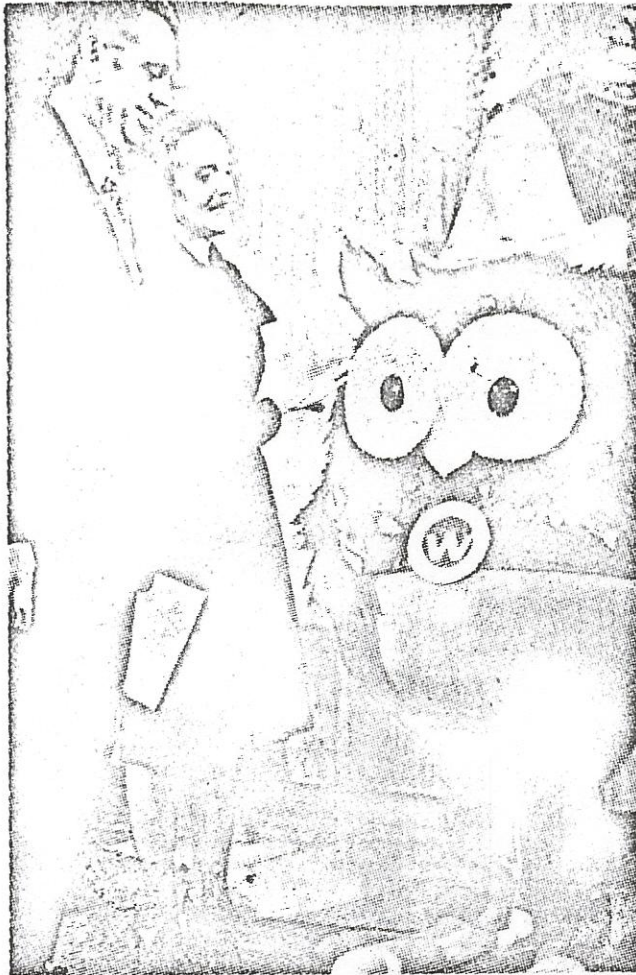
This is the Agriculture Department's Woodsy Owl, the new pop-eyed partner of Smokey the Bear. Woodsy made his debut yesterday in a save-our-environment campaign sponsored by the U.S. Forest Service. Woodsy and his slogan,

"Give a Hoot . . . Don't Pollute," will be featured on posters and what the Forest Service hopes will be a lot of free broadcasts and print advertisements beginning early in the fall.

Washington Star
Washington, D.C.
September 16, 1971

U.S. FOREST SYMBOL

Woodsy Joins Ecology Fight



MR. AND MRS. CLIFFORD HARDIN MEET WOODSY OWL
Woodsy is newest environmental symbol of United States.

WASHINGTON—(AP)—Agriculture Secretary Clifford M. Hardin said. "He doesn't have much to say, but when he does it's important."

Hardin gripped Woodsy Owl's right wing firmly Wednesday and wished the goggle-eyed bird well on a new "give a hoot, don't pollute" mission for the U.S. Forest Service.

Woodsy, a man in a barrel-shaped owl costume, rounded his eyes during his debut at a news conference, but didn't hoot even once.

JOINS OTHERS

The owl is the newest environmental symbol of the government, joining "Johnny Horizon" in the Interior Department, who cautions against littering, and Smokey Bear, familiar for years as a stern-visaged fire fighter for the Forest Service.

"It is not intended that Woodsy compete with or overshadow any other spokesman

Edward P. Cliff, chief of the Forest Service, said Woodsy is patented property of the government. Like Smokey, the new symbol will be developed commercially. Royalties from merchandise with the Woodsy symbol will be paid to the government and plowed back into the program.

Woodsy items expected to be used in the campaign include decals and bumper stickers with the "give a hoot, don't pollute" slogan; a whistle-type toy that hoots when blown, and coloring sheets for school children.

There had been reported previously some interagency bickering between Interior and Agriculture over what some considered an intrusion on federal environmental publicity domain. Some critics in Agriculture had claimed Johnny Horizon, a cowboy-type symbol used by the Bureau of Land Management, didn't identify with urban people and some minority groups.

The Forest Service claims Woodsy Owl meets all requirements for a broader appeal.

"We felt this symbol had to be one that could relate to all people, rural and urban, young and old, and to people of all cultural and ethnic backgrounds," Cliff said.

Denver Post
Denver, Colorado
September 17, 1971

Oregon Journal
Portland, Oregon
September 17, 1971

Will They Get The Message?

The mindless wretches who routinely shoot up anything they can find in the woods should be very pleased with the

gets in addition to Woodsy's own heart.

Think of it! Two nice round targets in the word "Hoot," another in the word "Don't" and still another in the word "Pollute."

And then there is Woodsy's nicely centered belt buckle.

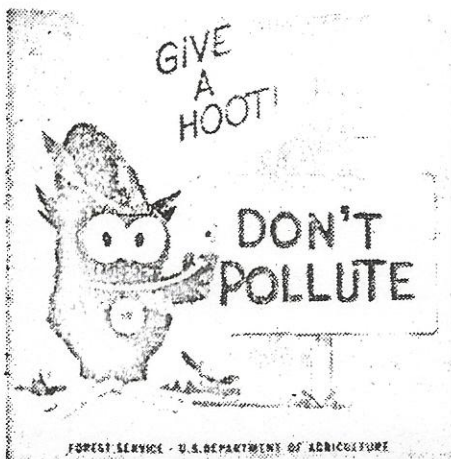
But most of all, there are his eyeballs. The eyeballs are two big circles with black centers. What a natural for gunnery practice those will be!

Woodsy Owl will soon be making his way into several areas of public life, the campaign he symbolizes being boosted with the same enthusiasm that made Smokey the Bear a national figure. Among the prime places for these posters, says the Agriculture Department, will be the forests of America.

The shoot-'em-up freaks never had it so good.

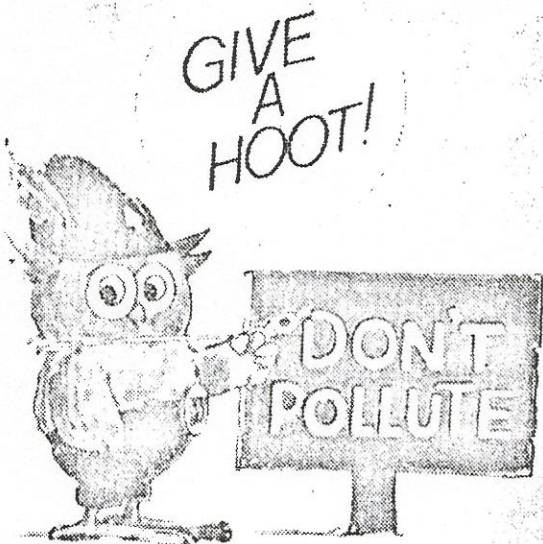
On the other hand, perhaps the new woodland creature can get his little message across to some of them.

Let us pray.



design of the Agriculture Department's new Woodsy Owl poster.

It features at least seven natural tar-



New Forest Service creature

Woodsy Owl has joined Smokey the Bear as a U.S. Forest Service conservation symbol. Under a program launched Wednesday in Washington, D.C., Woodsy will be used to spread antipollution and environmental-improvement messages.

Minneapolis Tribune
Minneapolis, Minnesota
September 16, 1971

Lighter Side

Give A Hoot, Don't Pollute

Madera Tribune
Madera, California
September 20, 1971

By DICK WEST

WASHINGTON (UPI) —Despite official disclaimers, the U.S. government stands today on the brink of a full-scale, interbureaucratic, figmentary war.

The escalation of federal figments is well underway and is rapidly gathering momentum. Unless President Nixon acts at once to stop it, his administration will soon be caught in a crossfire of cuteness.

It all started, of course, with Smokey the Bear, the U.S. Forest Service's resident figment. Smokey's pioneering work as a figment specializing in the prevention of forest fires was inspirational. Particularly to the Interior Department.

Although the Forest Service, a branch of the Agriculture Department, has charge of national forests, there also are a lot of trees on government real estate administered by the Bureau of Land Management, a branch of the Interior Department.

Predictably, a certain amount of spillover from Smokey the Bear's crusade took place. A situation developed where the Forest Service's figment was getting credit for preventing fires in the Bureau of Land Management's timber.

The bureau had no choice but to fight figment with figment. It therefore dreamed up its own figment—Johnny Horizon, a square-jawed, clean-cut imaginary figure—to serve as a pure environment symbol.

Well and good. Except that there also is a great deal of concern about ecology in the Forest Service.

And the Forest Service couldn't very well sit still and let the Bureau of Land Management's figment get credit for preventing pollution in the national forests.

Inevitably, then, the Forest Service came up this week with its own ecological figment—Woodsy the owl, whose slogan

is "Give a Hoot—Don't pollute."

Where will it all end?

"I hope there will not be any bureaucratic in-fighting," said Agriculture Secretary Clifford M. Hardin. But that pious peace overture from the lips of someone who had just accelerated the figment buildup smacked of cant and buncombe.

Already, my sources tell me retaliatory figments are being prepared by several agencies. They include:

> Gerny the Rooster—symbol of the Food and Drug Administration's fight to prevent botulism in chicken soup. Slogan "Cock-a-doodle-do — switch to Irish stew.

> Shaky the Groundhog—symbol of the geological survey's seismology program. Slogan "Remember, only you can prevent earthquakes."

La Habra Students Help

Woodsy Owl's career as a battle against environmental pollution began today when he was officially introduced as a U. S. Forest Service symbol by Secretary of Agriculture Clifford Hardin. Research on Woodsy Owl was conducted in La Habra this summer.

The Department of Agriculture Forest Service manages 154 National Forests covering 187 million acres throughout the United States. It also conducts major environmental research and works cooperatively with State and private organizations and individuals toward a productive quality environment.

The Secretary explained that Woodsy will work as a constant reminder to children and adults of positive ways in which pollution can be fought. His theme: "Give A Hoot, Don't Pollute" will be aimed at virtually all forms of pollution and

outdoor areas of the United States. The symbol will focus attention on improvement of the outdoor environment through such advice as: protecting the soil, vegetation, air and water through wise and thoughtful use; elimination of unnecessary noise and public appreciation and personal responsibility for the control of vandalism and destruction of our Nation's out-of-doors.

Secretary Hardin said millions of dollars are being spent annually to clean up recreation areas and repair vandalism damaged on public lands alone. It is his hope he said that the Woodsy Owl campaign will be as successful in fighting pollution as Smokey Bear has been in Forest Fire Prevention.

Chief Edward P. Cliff of the Forest Service said Woodsy will be a compatible partner for Smokey Bear who will continue as the symbol for Forest Fire

Prevention. Secretary Hardin added: "Like Smokey, the Woodsy Owl campaign will be a co-operative effort. Liaison with communications, industry and major financing will be supplied by the Public Service Council, headed by Russell Nagle. The Council is in the process of receiving voluntary contributions from many United States cooperations and foundations.

Helping launch the campaign are the volunteer advertising agency, Carson-Roberts, Inc. of Los Angeles and the volunteer firm of Goldy Norton, Public Relations.

Chief Cliff said the first Woodsy Owl poster will be released in mid-October. The poster will be printed on paper stock containing recycled fiber. The owl clad in Robin Hood hat and forest green pants will appear in the poster with a whistle-like instrument called

a "hooter" which, when blown gives off a hoot rather than a whistle. Other campaign material including decals, bumper stickers, and coloring sheets for school children will be made available later in the fall through Forest Service and co-operating offices.

The final version of the figure of Woodsy Owl was determined as a result of research studies carried out in schools among church groups, at summer camps, playgrounds and parks in the Los Angeles area. Chief Cliff said.

Woodsy Owl will get further attention January 1, 1972 when he will be featured on a float at the annual Tournament of Roses Parade in Pasadena, California. It will be jointly sponsored by the Public Service Council and the Native Sons and Daughters of the Golden West. It is being constructed by C. E. Bent and Sons, Inc.

La Habra Daily Star Progress
La Habra, California
September 21, 1971

Notes on People

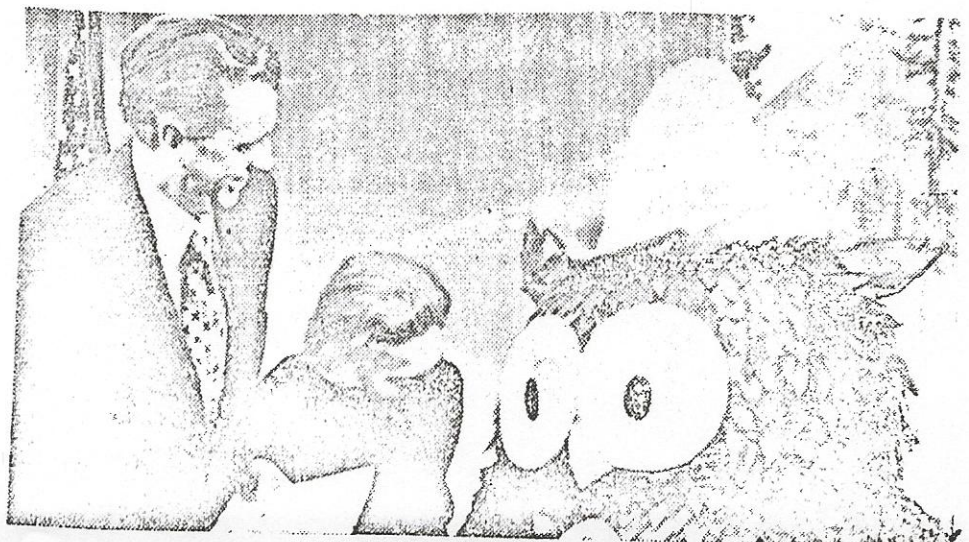
Woodsy Owl to Fight Pollution

Clifford W. Hardin, the Secretary of Agriculture, introduced a portly goggle-eyed character costumed in brown leaves, green pants and big yellow claws as Woodsy Owl, who will be the Forest Service's official antipollution symbol.

Noting that Smokey the Bear has been on vigilant duty for the Forest Service for 30 years, Mr. Hardin said: "It is not intended that Woodsy compete with or overshadow any other spokesman for a better environment. He doesn't have much to say, but when he does, it's important."

What Woodsy says is "Give a hoot—don't pollute," and coupled with his message will be a campaign featuring bumper stickers, decals, coloring books, and, for sharp-eyed kiddies who see people polluting, a hooting whistle to warn them to stop. Presumably, the hoot-whistles won't be loud enough to contribute substantially to noise pollution.

New York Times
September 16, 1971



Design Ecology Symbol



WOODSY OWL — Actress Jo Anna Steffen of La Habra researched what Woodsy Owl should look like at Walnut School this summer with La Habra school children, among them Yvonne Hernandez. Rather than have Woodsy's looks decided by adults only, children in schools, churches, youth groups

were surveyed. Jo Anna's two boys, Bobby and Jimmy attend Walnut School. U.S. Forest Service is assisted in new Woodsy Owl project by Public Service Council and volunteer agency, Carson-Roberts, Inc.:

Agriculture Creates Woodsy Owl, Symbolizing Ecological Concern

Federal Times
September 29, 1971

WASHINGTON — Woodsy Owl strutted into a press conference and offered his wing to Secretary Clifford M. Hardin, U.S. Department of Agriculture, at the press conference there that officially launched him on his anti-pollution career.

The owl, whose slogan will be "Give a hoot, don't pollute," will be joining the U.S. Forest Service's Smokey Bear.

Smokey is almost 30 years old, now, and he urges human beings to remember that only they can start forest fires.

Hardin said the owl had been chosen to represent environmental improvement and anti-pollution and "I ask all to join with Woodsy and get the job done."

He said the owl had been chosen because he's supposed to be wise, venerable and old. Owls don't have much to say, Hardin said, but what they do say is supposed to be important. Also, from his home high up in a forest tree, he

occupies a vantage point over other woods creatures.

Hardin said the owl is part of the USDA's recently launched environmental thrust campaign which has captured the imagination of both young and old.

He said millions of dollars are being spent annually to clean up recreation areas and repair vandalism damage on public lands alone.

Perched on a big branch extending from a tree, Woodsy can look in one direction and see the forest and some of the pollution problems threatening it.

With a turn of his head, he can look toward the city and see evidences of urban and suburban pollution problems which plague him and his human friends. From his vantage point high in the tree, he recognizes these problems are interrelated.

For example, the smog from the city's factories and automobiles are killing some of the trees in his

forest. Careless use of the land causes erosion that pollutes water consumed by the city residents and lakes and streams used for recreation.

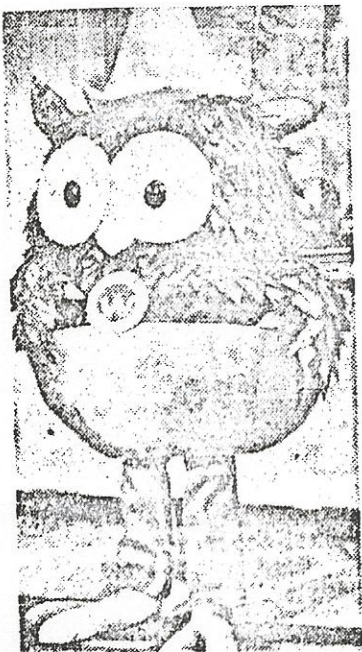
Like Smokey Bear's campaign, Woodsy merchandise will be available through commercial concerns, money from which will be plowed back into the campaign.

Edward P. Cliff, chief, U.S. Forest Service, said the first Woodsy Owl poster will be released in mid-October. It will be printed on paper stock containing recycled fiber.

The owl will appear on the poster with a whistle-like instrument called a "hooter" which gives off a hoot rather than a whistle when blown.

Other campaign material, including decals, bumper stickers and coloring sheets for school children, will be made available later in the fall through Forest Service and cooperating offices.

Los Angeles Times
Los Angeles, California
September 16, 1971



GIVE A HOOT—Woodsy Owl will be U.S. Forest Service's environmental and antipollution symbol and his cry will be: "Give a hoot! Don't pollute."

AP Wirephoto

At Last, A Pal For Smokey

WASHINGTON (AP) — The Nixon administration will unveil a barnyard center for the performing arts Wednesday, for one performance only.

Agriculture Secretary Clifford M. Hardin is expected to preside at the show, actually a news conference called to formally introduce "Woodsy Owl" — a character created by the U.S. Forest Service to help veteran Smokey the Bear watch over the Woodlands. A member of the department's staff plans to dress up like an owl for the occasion to portray the new character.

Officials have been in a dither for weeks on when and how to unveil Woodsy, a fat, feathered friend of forest dogooders who voice the bird's

motto, "Give a hoot . . . don't pollute."

The project has been in the works for months, with the main decision on exactly what Woodsy looks like and wears still undecided. Now, the Forest Service is ready to model the final version of its owl, a symbol to be used by the agency to help boost tidier use of national forests.

Woodsy will join Smokey Bear in the Forest Service menagerie. Smokey, a familiar symbol for many years, is primarily concerned about preventing forest fires.

Deseret News
Salt Lake City, Utah
September 15, 1971

Smokey, Woodsy— What Else?

The Agriculture Department last week unveiled an owl, if that's what you do to owls.

He is one of those cute little cartoon animals, and his name is Woodsy Owl.

Soon he will be on posters and television commercials, saying, "Give a Hoot. Don't Pollute!"

The U.S. Forest Service has invented Woodsy Owl to be for their campaign what Smokey the Bear was for the campaign against forest fires. Smokey is 30 years old.

THERE ARE STILL forest fires on occasion, but Smokey has become famous. Comedians are always pointing out that, since Smokey the Bear posters began appearing in the subways, there have been very few forest fires in subways.

Novelty stores that sell funny signs and buttons have given Smokey a workover with slogans like, "Smokey the Bear plays with matches," and "Forest fires prevent bears."



But Smokey is still going. You can't keep a good bear down.

And now Woodsy Owl has joined him.

Cute little cartoon animals must be effective in pushing the goals of organizations.

It shouldn't be long before even the more radical groups come up with cartoon animal characters to push their causes.

The Black Panthers, for instance, might get more sympathy and a better image if they found an artist who would design a cute little cartoon panther as their symbol. He could stand there and smile and say in a little balloon, "Hi, there. I'm Pete the Panther. Power to the People!"

If that happened, the Ku Klux Klan would have to retaliate with a cartoon symbol of its own. Something like Whitey the Weasel.

WHAT ABOUT WOMEN'S Liberation? Those girls wouldn't want a pussy cat symbol, unless it was a ferocious cat. Lucy the Liberated Lioness, maybe.

The mule might offer them a possibility. It's a sexless creature that can't reproduce, offspring of a male ass and a mare who didn't have much choice. Unfortunately, the mule has a bad image, symbolically.

An animal that can't reproduce might become a good cartoon symbol for the population control advocates. They may not want a mule, but they certainly don't want a rabbit.

THAT IS, unless they want a negative symbol. "Hi, I'm Dora the Dumb Bunny. Don't Proliferate Like Me and My Mate!"

Ralph Nader and his crowd could use a cute cartoon animal. "Hi, I'm Charlie the Consumer Chimpanzee. Don't Let Them Make a Monkey Out of You!"

Even political campaigns could take advantage of the trend toward animal spokesmen.

Frank Rizzo could use a cartoon police dog for his campaign. Its name could be K-9 Frank, and it could wear a cute little cummerbund with a night stick.

Picking an animal for Thatcher Longstreth is a bit harder. Maybe it could be a giraffe, because of the physical resemblance to the candidate, as he lopes along, his head above the crowd.

ALL OF THOSE CAUSES probably will feel that they are too serious to have cute cartoon animals speaking for them.

Probably, only the conservation causes will ever feel comfortable being fronted by talking animals.

Bears, after all, do live in the nation's forests, although, if they wear those ranger hats, they do it in private, and if they have anything to say on the subject of forest fires, they don't let tourists overhear.

And owls do flap around in the polluted air, and they do give a hoot once in a while.

So we can probably look forward to more cartoon animals exhorting us about the environment.

TOMMY THE TROUT will be telling us to keep our streams clean, and George the Gull will protest oil spills that gunk up his feathers.

If the number of cute cartoon animals continues to increase, the next step might be a confederation of all the animals.

Smokey the Bear will be getting together with Woodsy Owl, you can bet on it.

Before long, there might be an organization of bossy animals, standing around telling people what to do.

With a cute little cartoon person as a symbol of the organization,

Philadelphia Bulletin
Philadelphia, Pennsylvania
September 20, 1971

Woodsy hoots way into pollute war

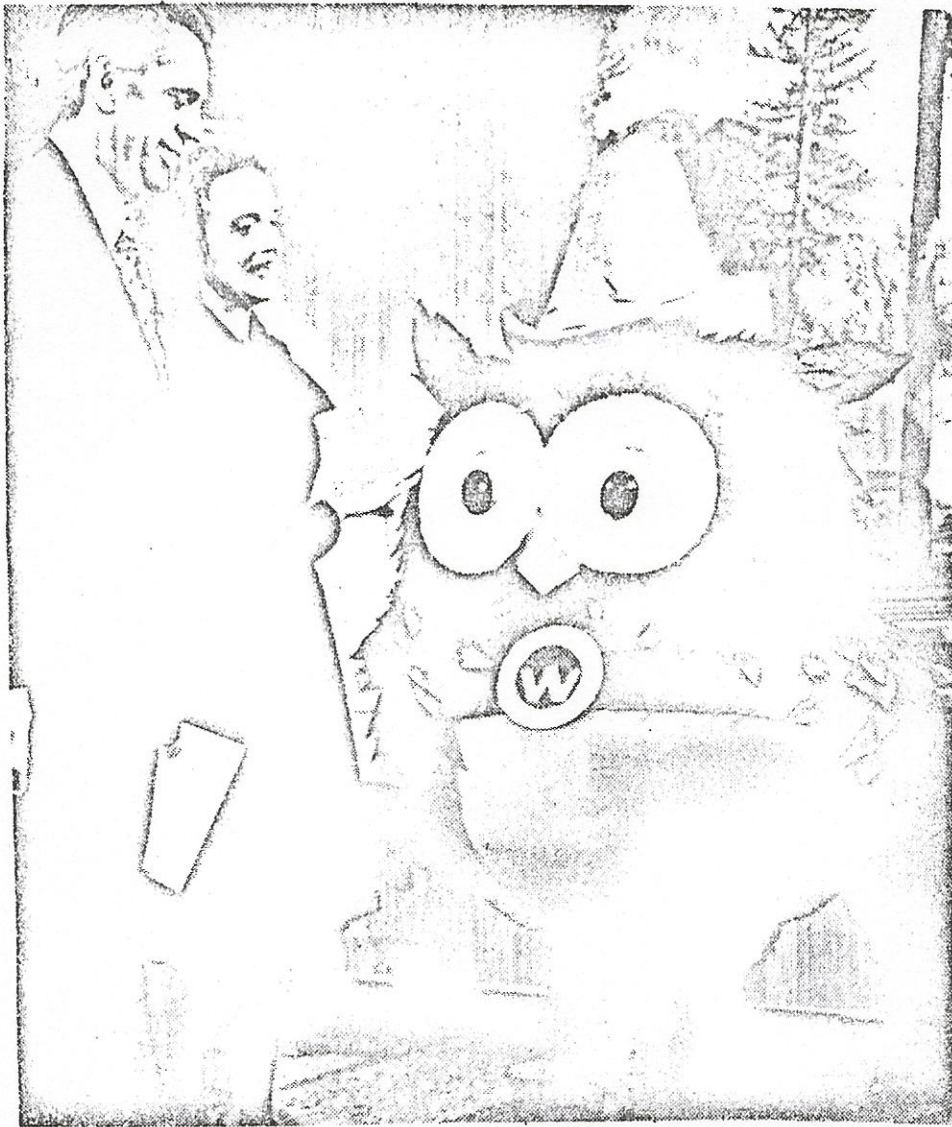
WASHINGTON (UPI) — Woodsy Owl, a portly character costumed in brown leaves, green pants and sporting big yellow claws, made his debut Wednesday as the Agriculture Department's antipollution symbol.

divulge the identity of the man who plays Woodsy. Woodsy joins Smokey the Bear, the Forestry Service's anti-forest fire symbol, and Johnny Horizon, the Interior Department's antipollution symbol.

Hardin said it was expected that the two antipollution symbols — Woodsy and Johnny Horizon — would establish an amicable relationship.

"We hope there will be no bureaucratic in-fighting," Hardin said.

TIMES NEWS
Twin Falls, Idaho
September 16, 1971



Tampa Times
Tampa, Florida
September 16, 1971

Anybody Give a Hoot?

For 26 years, Smokey the Bear has been a uniquely successful advertising gimmick to remind Americans about the dangers of forest fires. Now the Federal Government wants to spread the word about environmental pollution, but it is caught up in a bureaucratic battle over what cartoon character should embody the cause.

The Interior Department champions its three-year-old Johnny Horizon, an earnest-looking, middle-aged white outdoorsman who, critics say, cannot possibly appeal to the young, to ethnic groups and to those who live in cities, where the pollution problem is worst. His message, "This land is *your* land . . . Keep it clean!", is not exactly a zinger, either. The U.S. Forest Service has countered with Woodsy the Owl, presumably a wise and likable bird whose message, "Give a Hoot, Don't Pollute," may have a better chance of reaching children: they in turn might be counted on to badger their parents about littering and similar offenses.

Neither agency will bow to the other's choice for the sake of having a single symbol. Meantime, a Ford Motor Co. designer named Elwood Engel argues for eliminating both Johnny and Woodsy. His proposed substitute: Ollie and Polly, "the oxygen molecules with the message."

Time Magazine
August 16, 1971

A Wise Old Bird On Smokey's Team

WASHINGTON (AP) — The U.S. Forest Service plans to put up signs in the nation's woodlands to let the public know it does give a hoot about pollution.

The signs will depict an owl named Woodsy telling potential litterbugs and vandals to: "Give a Hoot....Don't Pollute."

Although Woodsy has not taken final shape, one version shows a fat owl wearing trousers and feathered cap holding up a finger-like wingtip to admonish forest visitors against pollution.

The friendly beaked owl joins Smokey the Bear in the Forest Service's menagerie of Do-gooders. Smokey, for years a familiar crusader against forest fires, will continue as always.

Woodsy is not the only ecological entrant by the government. The Interior Department's Bureau of Land Management has "Johnny Horizon," a human character, which the Forest Service feels lacks universal appeal.

Initial cost of promoting Woodsy will be about \$35,000 with hope the character one day will become the money-maker Smokey Bear is.

Royalties from Smokey Bear toys, games and television shows totaled \$212,000 during the fiscal year ended June 30, compared with a Forest Service promotion outlay of \$127,000.

The Woodsy idea and slogan were registered as a U.S. Department of Agriculture trade-

mark April 23. In letter to employees, Forest Service Chief Edward P. Cliff stressed use of the Woodsy name and theme will be subject to approval by the agency.

Pacific Stars and Stripes
July 29, 1971