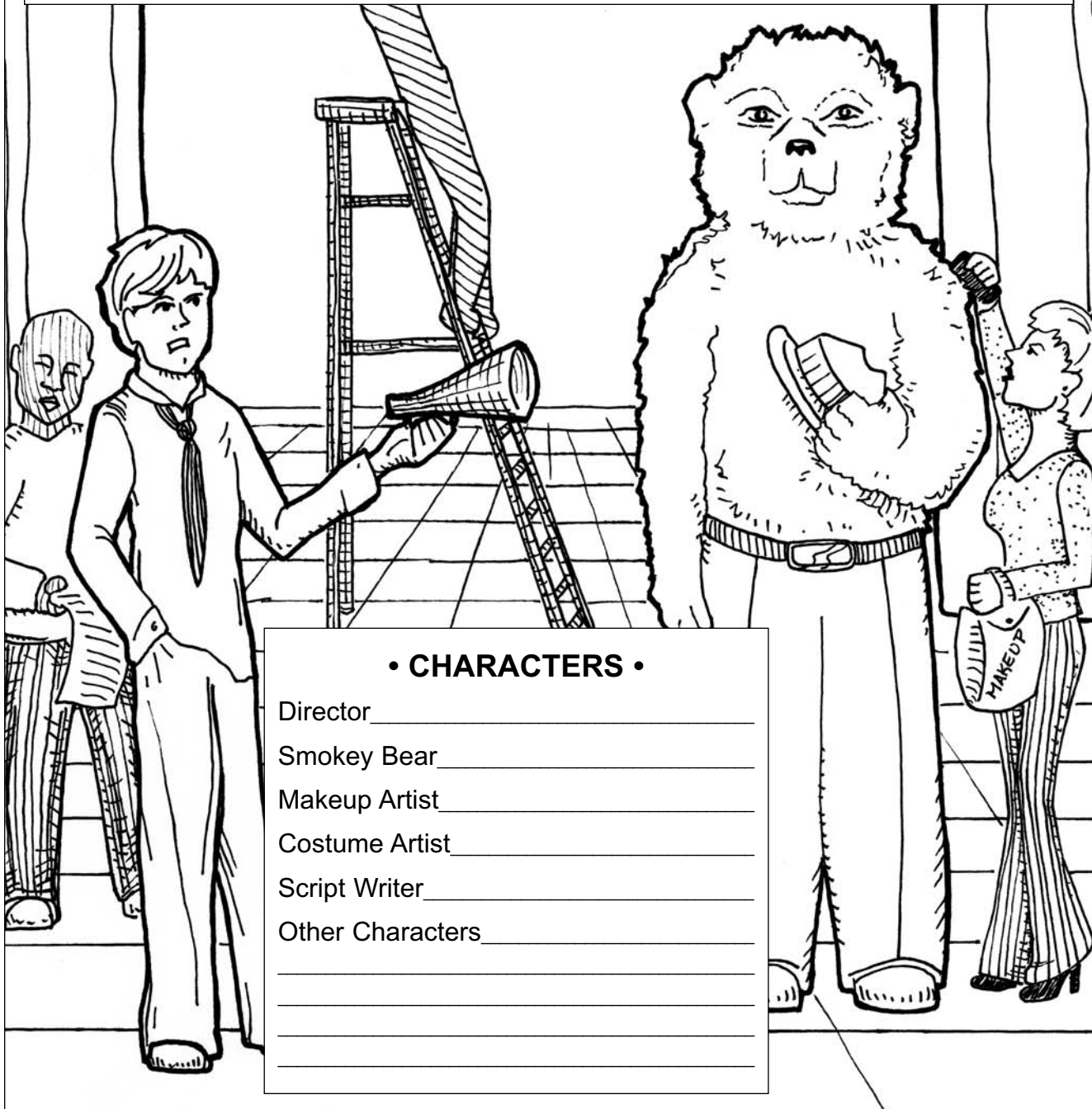


SCENE 5 SCRIPT

NO MORE WILDFIRES (*Smokey Bear Outtakes*)

By 1950, three quarters of the farms in northern Wisconsin had failed due to poor soil conditions, difficulty with stumps and rocks, and short growing seasons with harsh winters. The idea of a great, forested north returned to the minds of the people of Wisconsin. County, state, and national forests were created and the government encouraged the planting of trees. The danger of fire still existed, though. One character helped to change the way that people think about and use fire. Let's take a look back stage as Hollywood filmmakers try to give Smokey Bear an image.



• CHARACTERS •

Director _____

Smokey Bear _____

Makeup Artist _____

Costume Artist _____

Script Writer _____

Other Characters _____

SCENE 5 SCRIPT

Director Listen. I don't know if this is going to work. I mean, look at how big and hairy this guy is. I hate to say it, but big and hairy is just not hip right now.

Smokey Bear Excuse me sir, but I am a bear. Bears are big and hairy. And I don't know what hip means, but I have a story to tell and it is your job to help people hear it.

Director Okay big guy. You don't need to say that twice. Let's just get makeup over here for a second...makeup!

Makeup Artist Yes sir.

Director We need to make this guy, I mean bear, look a little less hairy, I mean scary. Any suggestions?

Smokey Bear Please call me Smokey, Smokey Bear.

Makeup Artist Smokey. I like it! Very manly! You know, I'm envisioning something very rough and outdoorsy.

Smokey Bear That shouldn't be too difficult.

Makeup Artist Oh, and he's funny too! I think this is going to work just fine. I have an idea! You need a hat – a ranger hat! It will make you look cute AND like a person of authority.

Smokey Bear A bear of authority.

Director Costume! Find a ranger hat!

Costume Artist Yes sir, ranger hat. I'll see if we have one in back.

Smokey Bear Wait a minute. I already have a ranger hat. I just take it off when I come inside – good manners you know.

Director You have a ranger hat? How did you get a ranger hat?

Smokey Bear I took it from a forest ranger I ate.

Director That you ate?!?

Smokey Bear Relax. I'm just joking. When I was a bear cub I was saved from a forest fire by forest rangers. They have taken care of me since then. How do you think I learned to talk?

Director Wow! You do have quite a story. What is it you are trying to tell people?

SCENE 5 SCRIPT

Smokey BearI survived the fire but it killed my parents. It was started by human carelessness. I want to tell people to be careful with fire. I want to help protect forests and all of the plants, animals, and people that live in them.

DirectorThat is a great message, but you only have 20 seconds. Time is money and you aren't offering much. Maybe you should have been rescued by millionaires.

Smokey BearI see I have a lot to learn about the way things work with you people. Well, let's do it in 20 seconds then.

DirectorScript!

Script WriterYes, sir, at your service.

DirectorHave you heard Smokey's story?

Script WriterYes, sir, I have.

DirectorGive it to me in 20 seconds.

Script WriterWell, I was thinking that the message has to be powerful so that people understand that it is important. And that it has to make them want to do something about it.

DirectorLike I said, give it to me in 20 seconds.

Script WriterOkay. Here goes. We start with some footage of a forest fire. A deer is running for its life. A rabbit is stranded all alone. The scene switches to after the fire – burned stumps as far as you can see. Smokey walks on screen and says, "Only you can prevent wildfires."

DirectorOnly you can prevent wildfires. It's marvelous!

Smokey BearI already say that all the time.

• END SCENE 5 •

DISCUSSION QUESTIONS

What is Smokey Bear's message?

Why did Smokey Bear want to tell people about this message?

How do you think people reacted to this message? Do you think that the number of forest fires increased or decreased?

How do you think this affected the environment?