**MEDIA OUTREACH LANGUAGE TEMPLATE**

**WILDFIRE PREVENTION CAMPAIGN**

Dear [**NAME OF MEDIA CONTACT**]:

I’m writing to put the support of [**ORGANIZATION**] behind an Ad Council PSA campaign that greatly impacts our local community.

**Did you know that nearly 9 out of 10 unwanted wildfires are caused by humans?** Since 1944, Smokey Bear has protected America's forests from unwanted, human-caused fire. Smokey – one of the most-loved issue ambassadors of our time – and his signature phrase, “Only you can prevent wildfires,” are truly iconic. His message of wildfire prevention is the center of the longest-running PSA campaign in our nation's history. Though Smokey has been essential to the reduction of unwanted, human-caused wildfires, he still needs help.

You’ve likely already received PSAs for the Wildfire Prevention campaign, which were distributed by the Ad Council via AdCouncil.org and Extreme Reach in February, 2024 (for TV and radio). **[PLEASE ONLY INCLUDE THE FOLLOWING SENTENCE ABOUT EXTREME REACH FOR TV AND RADIO STATIONS] You should have traffic instructions and an Extreme Reach AD ID in-house by now**. Developed in partnership with the USDA Forest Service, the National Association of State Foresters (NASF) and the Ad Council, the PSAs pay homage to the legacy of the iconic wildfire prevention campaign and remind viewers of the steps we can all take to protect our nation’s wildlands, together.

**By supporting these PSAs, you are helping keep our community safe.** It’s always wildfire season somewhere in the U.S. and every region of the U.S. has wildfires. As the national wildfire crisis grows in severity, with each year bringing unprecedented wildfire activity to new states, taking significant tolls on resources, responders and our forest lands, Smokey’s message remains as important as ever. [SmokeyBear.com](https://smokeybear.com/)

Thank you in advance for your support. Please direct questions to myself or the Ad Council media team at <https://www.adcouncil.org/contact-us>.

Sincerely,

**\_ [YOUR NAME]\_\_\_\_\_\_\_**