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Smokey Bear turns 80 this year. Did he help prevent forest fires?

The longest-running public service announcement in the U.S. turns 80 years old today. Its message is simple and one you've heard many times before: "Only you can prevent wildfires." Smokey Bear, the beloved park ranger hat-wearing black bear who utters these famous words has undergone a complicated evolution. [Listen Here](#)

In the News

Wisconsin Department of Natural Resources Reports New Invasive Insect

Officials with the Wisconsin Department of Natural Resources (DNR) are reporting a new invasive species that is taking aim at trees across the state. According to a release from the DNR, the elm zigzag sawfly, named for the distinctive zigzag pattern its caterpillars chew in elm leaves, originated in eastern Asia and was first detected in the United States in 2021 in Virginia. [Read More](#)

Elm Zigzag Sawfly

The elm zigzag sawfly (EZS), *Aproceros leucopoda* (Hymenoptera: Argidae) is an invasive sawfly that attacks elm trees (*Ulmus* spp.). This insect gets its name from the distinctive "zigzag" feeding pattern of young larvae. EZS is native to parts of East Asia. In its native range it is considered a minor pest and is kept in check by natural enemies. [Read More](#)

The Number of Monarch Butterflies and other Wisconsin Pollinators are Falling. Here's Why

If you have noticed fewer monarch butterflies fluttering around the yard this summer, you're not alone. Several butterfly aficionados recently shared their concerns during a Facebook discussion on Monarch Madness in Wisconsin. Because just 5% of monarch eggs survive to become butterflies, conservation-minded people like Nina Bottomley of Elkhorn is trying to help. She says the number of monarch butterflies she's raised from eggs and newly hatched caterpillars has plummeted alarmingly. [Read More](#)

Emerald Ash Borer Confirmed In All 72 Counties

Sixteen years after the Wisconsin Department of Natural Resources (DNR) first detected emerald ash borer (EAB) in Wisconsin, the invasive beetle has been found in the last county without a previous detection. Burnett County, in northwest Wisconsin, is the 72nd and final county to have a detection of the tree-killing pest. [Read More](#)

Not Just Another Piece of Wood: 50,000th wood specimen catalogued at Forest Products Laboratory

The Forest Products Laboratory has catalogued the 50,000th specimen into its Center for Wood Anatomy Research Wood Collection. Collected by Dr. Michael Nee in the Andean mountains of Bolivia from a small tree in the Verbenaceae family called *Recordia boliviana* Moldenke, the addition of this 50,000th specimen is in his honor. Dr. Nee started collecting wood specimens in Wisconsin in 1969. His collections, now at 3,200 with 1,100 specimens from Bolivia, have all been donated into the Center for Wood Anatomy Madison Wood Collection at the Forest Products Laboratory. [Read More](#)

Wolves Reintroduced to Isle Royale Temporarily Affect Other Carnivores, Humans Have Influence as Well

In a rare opportunity to study carnivores before and after wolves were reintroduced to their ranges, researchers from the University of Wisconsin–Madison found that the effects of wolves on Isle Royale have been only temporary. And even in the least-visited national park, humans had a significant impact on carnivores' lives. [Read More](#)

Smokey Bear Celebrates 80th Birthday

Washington, DC, August 9, 2024 — Today, Smokey Bear celebrates eight decades of educating Americans about the role they play in preventing unwanted human-caused wildfires. From his origins during World War II when fears of incendiary shells led to his emergence as a symbol of fire prevention, Smokey's "Only You" message has since become ingrained into American culture through thousands of posters, radio ads, TV spots, billboards, and merchandise. [Read More](#)