



2012 Great California ShakeOut

Suggested Scripts for PSAs, Brief Mentions, and the Drill Broadcast

ShakeOut PSA - 1 (60 seconds)

Are YOU registered for the Great California ShakeOut? It's the largest earthquake drill in history and a great way to get ready for the next "Big One." Find out how to prepare, what to do when the shaking starts, and how to survive and recover in the aftermath.

The ShakeOut Drill is for everyone...wherever you are.... in school, at work, in your car, at home. More than 9 million people statewide will practice how to "Drop, Cover, and Hold On" at 10:18am on October 18. Participation is free, and you are urged to register today, and then participate on the 18th. Visit shakeout.org/California to learn more and register for this historic drill. After you register, review information on the site about how to prepare to survive and recover from the next major earthquake. Then take part in the Great California ShakeOut, on 10/18 at 10:18 a.m.

ShakeOut PSA - 2 (45 seconds)

Are YOU prepared for the next big earthquake? You could be at work, at home, in school, or in your car. Do you know what to do when the shaking starts? Do you have a plan to survive the quake and recover in the aftermath? Have you stored extra water? How will you communicate with your family? A great way to start answering these questions is to participate in the Great California ShakeOut, the world's largest earthquake drill! Go to ShakeOut.org/california and register. Review the information there on how to become better prepared to survive and recover. Then, on 10/18 at 10:18am, join more than 9 million Californians who will practice how to Drop, Cover, and Hold On.

ShakeOut Drill - 1 (30 seconds)

Are you prepared to survive and recover when the next big earthquake hits? Join more than 9 million Californians in schools, businesses, government and community organizations will practice how to Drop, Cover, and Hold On in the Great California ShakeOut on October 18th at 10:18am. Register at ShakeOut.org/California and be a part of the world's largest earthquake drill!

ShakeOut Drill - 2 (20 seconds)

Are you prepared for earthquakes? What we do now, BEFORE a big earthquake, will determine what our lives will be like afterwards. Register TODAY for the Great California ShakeOut at ShakeOut.org/California, and be a part of the largest earthquake drill in history on October 18, at 10:18am.



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ShakeOut Drill - 3 (20 seconds)

The shaking starts. It's an earthquake. What do you do? Many people sit there wondering, "Is this 'The Big One'?" On October 18, at 10:18am, join more than 9 million Californians who will practice what you should REALLY do.... Drop, Cover, and Hold On! Find out how and register to participate at ShakeOut.org/California.

ShakeOut Drill - 4 (20 seconds)

Surviving and recovering from a major earthquake is not a matter of luck. It's a matter of being prepared and practicing how you'll protect yourself and what you'll do next. A great way is to join more than 9 million Californians on October 18 at 10:18am for the Great California ShakeOut earthquake drill. Register today at ShakeOut.org/California.

ShakeOut Drill - 5 (20 seconds)

The ground starts shaking – it's an earthquake! What do you do? Drop, Cover, and Hold On!

But do you know how? Find out at ShakeOut.org/california, and while you're there, register for the Great California ShakeOut – the largest earthquake drill in the world. Your life may depend on doing it right.

ShakeOut Drill - 6 (10 seconds)

Be a part of the Great California ShakeOut...the world's largest earthquake drill, on October 18, at 10:18am. Register today at ShakeOut.org/california.

ShakeOut Drill - 7 (10 seconds)

Are you prepared for the next big earthquake? Go to shakeout.org to register for the Great California ShakeOut, then practice how to "Drop, Cover, and Hold On" at 10:18am on October 18th

ShakeOut Drill - 8 (10 seconds)

Drop, Cover and Hold On with 9 million other Californians on October 18th at 10:18am. Register and get details at ShakeOut.org/california.

DRILL BROADCASTS

All radio and TV stations are encouraged to play the pre-recorded Great California ShakeOut earthquake drill broadcast on October 18, 2012 at 10:18a.m. (or as close to that time as your program and commercial schedules permit). Audio and video versions of the broadcast can be downloaded at www.shakeout.org/california/drill/broadcast

If you will be playing or reading the drill broadcast, please join the list of participating stations at www.shakeout.org/california/broadcasters by completing a simple sign up form at www.shakeout.org/california/broadcasters/add_station.php.

If you would prefer for one of your on-air personalities to read the drill broadcast, please use the following script:

DRILL BROADCAST – ANNOUNCER COPY FOR RADIO & TV STATIONS

This is the Great California ShakeOut. You are participating in the largest earthquake safety drill in U.S. history. Practice now so you can protect yourself during a real earthquake.

This is an earthquake drill. Right now, DROP, COVER, AND HOLD ON.

Unless you are driving, DROP to the ground now -- if you're standing during a large earthquake, the ground might jerk strongly and throw you down. Take COVER under something sturdy to protect yourself from objects being hurled across the room. HOLD ON to it until the shaking stops. If you can't get under something, stay low and protect your head and neck with your arms.

Now look around. What objects might fall or be thrown at you in an earthquake, that you should secure in place now?

Finally, strong earthquakes may trigger tsunamis. If you're near the beach during an earthquake, DROP, COVER, and HOLD ON, then walk quickly to high ground when the shaking stops.

This drill is over. Visit ShakeOut.org for simple steps to help you survive and recover from a major earthquake, including how to secure your space. Thank you for taking part in the Great California ShakeOut!