



Earthquake Country **Alliance**
We're all in this together.

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MEDIA ADVISORY

The Media & The Great Southern California ShakeOut

CALIFORNIA — At 10:00 am on November 13th, over 5.1 million Southern Californians will participate in the ShakeOut Drill, involving schools, businesses, government, neighborhoods, and organizations in the largest earthquake preparedness activity in United States history.

How can the media participate?

In addition to your news coverage, we have provided the following resources to support media participation:

- Drill scripts for your business operation to plan a drill (shakeout.org/businesses).
- PSAs to encourage southern Californians to participate (shakeout.org/resources/videos.html). Scripts for radio PSAs/mentions are in the ShakeOut Media Guide.
- We strongly encourage all TV and radio stations to play the ShakeOut Drill Broadcast at 10:00am on November 13th. Drill Broadcasts can be downloaded from www.ShakeOut.org/media.

Where can the media view the ShakeOut Drill or other ShakeOut events for a story and/or visuals, and get additional information?

The *ShakeOut Media Guide* provides:

- ShakeOut overview, Contact information, details on each ShakeOut event, descriptions of key audio and video elements, information about technical drill resources, details about ShakeOut online interactive experiences, press conferences dates and venue lists for both ShakeOut events and some Golden Guardian government-exercise locations.
- Download the Guide online at www.ShakeOut.org/media.

What is the difference between ShakeOut and Golden Guardian?

Golden Guardian is an annual government exercise for the emergency response community. ShakeOut is a community-wide effort driven by a 7.8 magnitude earthquake scenario to involve all residents in taking quake-safe actions before, during, and after an earthquake. Golden Guardian is also using the ShakeOut Scenario.

Why “ShakeOut” now?

- Hurricane Katrina provided Southern California the environment to discuss a potential region-wide catastrophe, a 7.8 earthquake on the San Andreas fault.
- Emergency response agencies made an agreement with scientists that if they are provided the best available science they will reach beyond their own agencies in developing exercises.
- An earthquake has not occurred on the San Andreas fault in modern times, and residents mistake the Northridge earthquake as the “big one”, though it was much smaller than what the San Andreas eventually will produce. Residents can learn about this earthquake risk using new technology, innovative tools and interactive games, and can practice quake-safe actions to protect themselves and be ready.

The Great Southern California ShakeOut was organized by the **Earthquake Country Alliance**, a public-private partnership of leading earthquake professionals, emergency managers, elected officials, businesses, and community leaders.

Where to get more information?

Please visit www.ShakeOut.org for information, resources, audio & video clips, maps, drill scripts, and much more or call **1-877-898-9747**. For the Spanish-speaking community, visit www.ShakeOut.org/espanol.