



October 13, 2010

Contact: info@shakeout.org or 213-740-1560

California TV and Radio Stations: Please transmit the “Drill Broadcast” for the Great California ShakeOut on October 21 at 10:21 a.m.

(NOTE: If you will broadcast the audio (radio stations) or video (TV stations) recording, confirm via email to info@shakeout.org and you will be listed at <http://www.shakeout.org/drill/broadcasters.html> so that participants will know where to tune at the time of the drill.)

The devastation brought by earthquakes throughout the world this year has captured the attention of all Californians, where earthquakes happen every day. Scientists tell us it is certain that a major earthquake will strike California in the next 30 years.

You can help prepare Californians for that eventuality by broadcasting a 60 second recording (72 seconds in Spanish) for participants to listen to as they practice “drop, cover, and hold on” during the *Great California ShakeOut*, the largest earthquake drill in U.S. history, on October 21 at 10:21 a.m.

The audio (and web-quality video) files are here: <http://www.shakeout.org/drill/broadcast>

Higher-resolution video files are available here: <http://www.shakeout.org/drill/tv>

While the best option is for you to play the recordings live and on-air, you could also host the recordings on your website and direct viewers to listen or watch them there. (Please do not direct them to the files on the ShakeOut website on 10/21.)

All files are available in English and Spanish.

ALSO, please sign up your media outlet as a ShakeOut participant at www.shakeout.org. Your employees need to learn and practice how to be safe during earthquakes too!

Check out the ShakeOut Media Center page to find out what events will be happening in your community: www.shakeout.org/media/index.html

The Great California ShakeOut is organized by:

- Earthquake Country Alliance
- California Emergency Management Agency
- Southern California Earthquake Center
- United States Geological Survey
- California Earthquake Authority
- American Red Cross
- Federal Emergency Management Agency
- California Department of Education
- State Farm, and others.

Many organizations, government agencies, community groups, and others are also promoting the ShakeOut to their members and constituents.