



Media Alert & Media Guide

**Start planning now for your coverage of
The World's Largest Earthquake Drill**

Table of Contents

1. Media Alert - Basic information for media	Page 2
2. Media Participation - Suggestions for gearing up your coverage of ShakeOut	Page 3
3. Media Contacts - Key media contacts from around the state	Page 4
4. ShakeOut Fact Sheet - Summary of available resources and media information.	Page 5
5. ShakeOut History and Purpose	Page 6
6. ShakeOut Q&A	Page 7
7. Multimedia Resources - Drill broadcast recordings, online games, videos, and more	Page 9
8. Scripts for Public Service Announcements and Lead Paragraphs	Page 13

– For additional information and updated events list, go to www.Shakeout.org/media –



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

MEDIA ALERT

September 22, 2011

Subject: Countdown to the Great California ShakeOut

-- Only 4 weeks Left Until The Great California ShakeOut --
-- 7.5 Million Registered to Date --

Exactly 4 weeks from today, at 10:20 a.m. on October 20, **nearly ten million Californians** in businesses, government offices, organizations, neighborhoods, schools, and as individuals will participate in the largest earthquake drill ever! Why? Major earthquakes happen where people work, live, or travel in California. When each second counts, immediate quake-safe actions will save lives and minimize injuries. What's at stake is the ability of people to survive and recover quickly from the effects of one of nature's most powerful and destructive forces.

The drill known as The Great California ShakeOut has become **an important annual statewide event**. It offers an opportunity for individuals and emergency responders to prepare now so they can survive and recover following the next damaging earthquake.

Experts stress the importance for everyone to **participate by registering at www.ShakeOut.org**: "The best way to instinctively and immediately do the right thing when the shaking begins is to practice," according to Mark Benthien, Communications Director of the Southern California Earthquake Center at the University of Southern California. "The ShakeOut.org website has many resources the media can use as they begin their lead-up coverage to this important state-wide drill."

ShakeOut.org includes **guidelines for what to do before, during and immediately after an earthquake**, as well as downloadable emergency supply checklists (food, water, first aid supplies, clothing and bedding, tools and emergency supplies and special items for medical conditions), tips for food and water storage, and resources in 11 different regions throughout the state. "Our goal," says Benthien, "is to ensure that everyone has a plan -- and, after the fact, a survival story!"

Among the sponsors and organizers of The Great California ShakeOut are:

- Earthquake Country Alliance
- Southern California Earthquake Center
- U.S. Geological Survey
- Cal EMA
- California Earthquake Authority
- FEMA
- California Institute of Technology
- State Farm Insurance
- California Department of Education
- American Red Cross

In addition, many other government agencies, businesses, organizations, and community groups are promoting the ShakeOut to their members and constituents.

– For additional information, go to www.Shakeout.org/media –



MEDIA PARTICIPATION

To: News Directors, Assignment Desk Editors, Editors & Reporters

SUBJECT: You and The Great California Shakeout

PLAN YOUR COVERAGE AND PARTICIPATION NOW

Help your audience prepare now so they can survive and recover from the next damaging earthquake. Be a part of the community that works together so that we can all get back to normal after the next disaster.

1. **REPORTING: Include “ShakeOut” mention while reporting on any significant earthquake coverage between now and Oct. 20:** This is a perfect opportunity to remind your California audience about The Great California ShakeOut. Close to ten million people at schools, government agencies, businesses and organizations, and individuals, will use this opportunity to DROP, COVER and HOLD ON -- and to review their pre and post earthquake plans. Please be sure all anchors, editors, and meteorologists are aware of www.ShakeOut.org.

2. **COUNTDOWN: The week before ShakeOut, consider a “X Days To ShakeOut” Countdown.** Your “Countdown” can consist of a daily reminder for people to go to www.ShakeOut.org and register for the 10/20 drill. It could be a simple statement such as: “ONLY 7 DAYS TO SHAKEOUT – Go to www.ShakeOut.org , register for the statewide earthquake drill.” Television news weathercasters can make this a daily reminder, and provide one tip each day leading to ShakeOut Day.

3. **COMPANY DRILL: Is your station/newspaper participating in “ShakeOut” for your employees?** A vibrant and functioning media will be critical immediately after an earthquake. Have your personnel practiced the DROP, COVER and HOLD ON drill? Schedule your own drill. Use this opportunity to sharpen their instinctual reaction when the ground starts to shake. Include your drill in your news coverage of ShakeOut. Be a positive example.

4. **FOR INTERVIEWS, STORIES AND LOCAL EVENT COVERAGE OPTIONS, CALL OR EMAIL ANY OF THE CONTACTS LISTED ON THE MEDIA CONTACT SHEET.**

SEE ATTACHMENTS:

- ShakeOut Media Contacts
- ShakeOut Resources
- ShakeOut Fact Sheet
- For additional information, materials and suggestions, go to www.Shakeout.org/media

ShakeOut is designed to save lives, minimize injuries, and facilitate quicker and more effective post-quake actions and activities. Thank you for helping us reach every Californian!



MEDIA CONTACTS

CONTACTS FOR REGIONAL SHAKEOUT INFORMATION:

For more information for your coverage of this important event, and for local ShakeOut-related events and activities, please call or email contacts in your area. They will help you plan your coverage of visual and photogenic ShakeOut media events in your area!

San Francisco Bay area:

Susan Garcia, garcia@usgs.gov ; (650) 346-0998

U.S. Geological Survey

Kelly Hudson, kelly.hudson@dhs.gov (510) 627-7079

FEMA Region IX

Sacramento area:

D'Anne Ousley, ousleyd@CalQuake.com (916) 325-3845

California Earthquake Authority

Los Angeles Area and Southern California:

Margaret Vinci, mvinci@gps.caltech.edu (626) 395-3298

Cal Tech – Office of Earthquake Programs

Kenneth Kondo, Kkondo@ceooem.lacounty.gov (213) 792-5128

Los Angeles County Office of Emergency Management

Southern California East/San Bernardino County:

Megan Blaney, mblaney@sbcfire.org ; (909) 387-5870

San Bernardino County Fire Department Public Information Officer

San Diego area:

Yvette Urrea Moe, Yvette.UrreaMoe@sdcounty.ca.gov;

(858) 245-9366 - Cell (619) 595-4632 - Office

San Diego County Communications Office

North Coast:

Paul Mann, Paul.Mann@humboldt.edu (707) 826-5101

Senior News & Information Officer, Humboldt State University

CONTACT FOR OVERALL INFORMATION

Contact for interviews with key ShakeOut organizers:

D'Anne Ousley, ousleyd@CalQuake.com (916) 325-3845

California Earthquake Authority

Lance Webster, LanceCoach@aol.com (213) 321-2104

Southern California Earthquake Center

– For additional information, go to www.Shakeout.org/media –



FACT SHEET

- Purpose: To help all Californians get ready for big earthquakes, practice how to protect themselves (Drop, Cover, and Hold On), and to prevent disasters from becoming catastrophes
- The Main Event: The ShakeOut Drill at 10:20am on October 20th when nearly 10 million participants will Drop, Cover, and Hold On:
 - **DROP** to the ground (before the earthquake drops you!),
 - Take **COVER** by getting under a sturdy desk or table, and
 - **HOLD ON** to it until the shaking stops.
- The Great California ShakeOut, in its 4th year, continues to grow as the largest earthquake drill in U.S. history. More people are registering daily at www.ShakeOut.org. Spanish-speakers can register at www.ShakeOut.org/espanol
- The ShakeOut is happening everywhere in the state, with thousands of drills on October 20. Some are public or ideal for media coverage:
 - **ShakeOut Media Venues (organized for media coverage)**
www.ShakeOut.org/venues
 - ShakeOut Calendar of Events (additional activities leading up to the ShakeOut or on October 20st, listed statewide, by county, or area) www.ShakeOut.org/calendar/
 - Additional information is available from local media contacts. See List.
- Special Audio and Video elements include Drill Broadcasts that can be used individually or over PA systems to narrate the drill. (www.shakeout.org/drill/broadcast/). These also can be played on radio and TV stations (see list at www.shakeout.org/drill/broadcasters.html). See following list of Multimedia Resources and links.
- The Great California ShakeOut is organized and carried out by the Earthquake Country Alliance – earthquake professionals, emergency responders, business leaders, and community activists across the state. Learn more at www.earthquakecountry.org.

– For additional information, go to www.Shakeout.org/media –



ShakeOut History and Purpose

Are You Ready to ShakeOut?

With 38 million people living and working in California, a major earthquake could cause unprecedented devastation. What we do now, before a big earthquake, will determine what our lives will be like afterwards. With earthquakes an inevitable part of California's future, we must act quickly to ensure that disasters do not become catastrophes.

The Great Southern California ShakeOut in November 2008 involved nearly 5.5 million Californians through a broad-based outreach program, media partnerships, and public advocacy by hundreds of partners. In early 2009 the decision was made to hold the drill statewide annually on the third Thursday of October. With this in mind, the Earthquake Country Alliance organized the 2009 *Great California ShakeOut*, a statewide earthquake drill at 10:15 AM on October 15, with over 6.9 million participants. In 2010 ShakeOut happened at 10:21 AM on October 21, and registered 7.9 million participants. The 2011 ShakeOut is scheduled at 10:20 AM on October 20. This year Nevada, Oregon, Idaho, British Columbia and Guam will hold ShakeOut drills on the same day and time. Some 10 million are expected to participate.

A key aspect of the ShakeOut is the integration of comprehensive science-based earthquake research and the lessons learned from decades of social science research about why people get prepared. The result is a "teachable moment" on par with having an actual earthquake (often followed by increased interest in getting ready for earthquakes). ShakeOut creates the sense of urgency that is needed for people, organizations, and communities to get prepared, to practice what to do to be safe, and to learn what plans need to be improved.

Not just any drill will accomplish this; it needs to be big. It must inspire communities to come together. It must involve children at school and parents at work, prompting conversations at home. It must allow every organization, city, etc., to make it their own event. And it must draw media attention and participation.

The 2011 ShakeOut drill will be far-and-away the largest preparedness event in U.S. history. To participate, go to www.ShakeOut.org/register and pledge your family, school, business, government agency or organization's participation in the drill. Registered participants will receive information on how to plan their drill and how to create a dialogue with others about earthquake preparedness. All organizers ask is that participants register (so they can be counted and receive communications), and at the minimum practice "*Drop, Cover, and Hold On*" at the specified time. It is only a commitment of a few minutes for something that can save your life. It all begins with registering, which is free and open to everyone.

For more information or to register, visit www.ShakeOut.org. (In Spanish at www.ShakeOut.org/espanol). Also www.ShakeOut.org/media



ShakeOut Q&A

1. **What do Californians need to do to get ready for an earthquake?**

Californians need to take preparedness steps to physically and financially survive the next big earthquake. According to a UCLA study released March 2010, most Californians in high risk areas are not taking the necessary steps to get ready. The research was sponsored by California Emergency Management Agency, California Seismic Safety Commission and CaliforniaVolunteers.

2. **What should Californians do before an earthquake?**

Everyone should **secure their space to avoid injuries and damage**, have a plan, gather emergency supplies, practice what to do during an earthquake so you will be ready to react, and learn more about earthquake insurance.

3. **What is earthquake insurance?**

An investment in a California Earthquake Authority (CEA) earthquake insurance policy will give you the strength to rebuild. Your homeowner's insurance policy does not cover damage caused by an earthquake. Only earthquake insurance will cover damage caused by an earthquake.

4. **What should Californians do during an earthquake?**

Drop, Cover, and Hold On! It is the safest action to take during ground shaking. There are 3 steps:

- **DROP** to the ground (before the earthquake drops you!),
- Take **COVER** by getting under a sturdy desk or table, and
- **HOLD ON** to it until the shaking stops.

If there isn't a table or desk near you, drop to the ground and then if possible move to an inside corner of the building. Be in a crawling position to protect your vital organs and be ready to move if necessary, and cover your head and neck with your hands and arms. Do not try to run to another room just to get under a table—you are more likely to be injured if you try to move around during strong shaking.

These are general guidelines for most situations. Depending on where you are (in bed, driving, in a theater, etc.), you might take other actions, as listed on www.dropcoverholdon.org. The main point is: Immediately protect yourself as best as possible where you are. Do not move to another location. Earthquakes occur without any warning and may be so violent that you cannot run or crawl; you therefore will most likely be knocked to the ground where you happen to be. You will never know if the initial jolt will turn out to be start of the big one. You should Drop, Cover, and Hold On immediately! More information is at www.ShakeOut.org/dropcoverholdon.

5. **What should Californians do after an earthquake?**

Once you and others are safe, begin your recovery process right away. If you have an earthquake policy with the CEA (or private company) and have suffered any property damage, contact your residential, condominium, or renter insurance agents or companies for assistance and to file claims.

6. What is the ShakeOut?

The Great California ShakeOut was created to help people and organizations become better prepared before the next big earthquake, and for everyone to practice how to protect themselves when it happens. On October 20 at 10:20 a.m., individuals, families, schools, businesses, non-profits, governments, neighborhoods, organizations, etc. will conduct 'Drop, Cover and Hold On' drills throughout the state. As of September 22, over 7.6 million Californians have registered to participate, at www.ShakeOut.org. See the current total on this website.

At minimum the drill should last at least one minute, the length of strong ground motions from a major earthquake. People can participate in just the drill, but even better is to imagine how the environment will shake during this earthquake and plan other steps to make your home, office, school safer from this type of event. Many organizations will do much more than just the drop, cover, and hold on drill, and have more extensive tests of their emergency plans. Go to www.ShakeOut.org/howtoparticipate for more ideas.

ShakeOut is now global: New Zealand held a ShakeOut drill in September 2009. Nevada, Oregon, Idaho, Guam and British Columbia will also participate on October 20, 2011, and 8 Central U.S. states and Tokyo will hold ShakeOuts in the Spring of 2012.

Need Resources? ShakeOut.org offers drill manuals for different types of organizations, audio & video ShakeOut tools, online games, materials, and much more. News media resources are at www.ShakeOut.org/media, including a list of venues that can be *observed on October 20*.

7. Why prepare for earthquakes?

Scientists say there is more than a 99% chance that an earthquake capable of causing extensive damage and loss of life will occur at least once in California sometime in the next 30 years.

8. What is the Earthquake Country Alliance?

The ShakeOut is organized by the Earthquake Country Alliance (ECA), a statewide public-private-community partnership which links together public education efforts of organizations that provide earthquake information and services. ECA members include: scientists and engineers, non-profit organization and business leaders, community groups and activists, federal, state, and local government leaders and agencies, and others who are committed to an earthquake and tsunami resilient California. In addition to the ShakeOut, the ECA provides earthquake information and resources at www.earthquakecountry.org and coordinates local activities throughout the state year-round.

Primary partners in the ECA are the Southern California Earthquake Center, U.S. Geological Survey, California Emergency Management Agency, California Earthquake Authority, Federal Emergency Management Agency, California Institute of Technology, State Farm Insurance, California Department of Education, and American Red Cross. Regional alliances of the ECA are the Redwood Coast Tsunami Working Group, Bay Area Earthquake Alliance, Central Coast Earthquake Alliance, and the Southern California Earthquake Alliance.

– For additional information, go to www.Shakeout.org/media –



Multimedia Resources

The ShakeOut Website (www.ShakeOut.org) is rich with audio, video and print resources, including flyers, brochures, signs, post cards, and more:

ShakeOut Drill Broadcast

Audio and video recordings are available for download in order to play during the ShakeOut Drill. Participants will be able to hear instructions on *Drop, Cover and Hold On*, and experience the extended length of time that the shaking would last during this type of real earthquake. Some of these products include a realistic earthquake “rumble.” All products are available in **English or Spanish**.

The audio drill broadcasts are all available for download at:
www.ShakeOut.org/drill/broadcast

The video drill broadcasts suitable for TV are available for download at:
www.ShakeOut.org/drill/tv



“Preparedness Now” USGS & Art Center Film

Film director, motion graphics designer, and Art Center College of Design alumnus Theo Alexopoulos, takes Southern Californians on a visceral journey for the ShakeOut Scenario. The film was created by the U.S. Geological Survey (USGS) Multi-Hazards Demonstration Project to depict the physical, social, and economic consequences of the most comprehensive earthquake scenario ever created. The film gives the viewers a sense of what will be happening in Southern California and inspires them to prepare and mitigate for a faster recovery. An underlying purpose of the film is, through the use of art design, to bridge the divide between scientific understanding about damaging quakes and the ability of the public to feel empowered to change their behavior towards preparedness.

The film is now available for viewing on YouTube or for download at:
<http://www.shakeout.org/resources/videos.html>



Multimedia Resources (continued)

Southern California - USGS ShakeOut Scenario Wave Animations

USGS scientist, Brad Aagaard, provides an amazing and powerful scientific visualization of the ground motions that would be associated with the magnitude 7.8 earthquake developed for the Southern California ShakeOut Scenario. This digital animation depicts the earthquake's impact on Southern California from various perspectives. Deep-rolling seismic waves move nearly 200 miles across the Southern California landscape, leaving a wake of devastation. For visual effect, the animation is exaggerated at 1,000 times.

These animations are available at www.shakeout.org/scenario.

Statewide Earthquake Hazard Information and Maps

The following are websites with additional information as to why it is important for all of California to participate in ShakeOut. All of the following earthquake hazard links are referenced on the ShakeOut site at www.shakeout.org/whyparticipate/

Designed for the original ShakeOut in 2008, the [ShakeOut Scenario](#) is a detailed picture of a magnitude 7.8 earthquake along the southern San Andreas fault. The Scenario is also the basis of 2009 ShakeOut activities in Southern California, and is a product of the United States Geological Survey, [Multi-Hazard Demonstration Project](#), led by Dr. Lucy Jones.

MyHazards

California Emergency Management Agency -- Use this website to discover the hazards that exist in your area and learn how to reduce YOUR risk!

Greater San Francisco Bay Area Faults

<http://earthquakes.usgs.gov/regional/nca/maps/index.php>

North Coast Earthquake and Tsunami Information

<http://www.humboldt.edu/rctwg/>

Forecast of California Earthquakes

www.scec.org/ucerf/

Earthquake and Tsunami Hazards and Mitigation Information

<http://hazardmitigation.calema.ca.gov/hazards/natural/seismic/hazards>

California Fault Maps, Historic Earthquakes, Ground Shaking

www.conservation.ca.gov/cgs/geologic_hazards/earthquakes/Pages/index.aspx#Faults

Earthquake Shaking Potential for California

http://www.conservation.ca.gov/cgs/information/publications/ms/Documents/MS48_revised.pdf

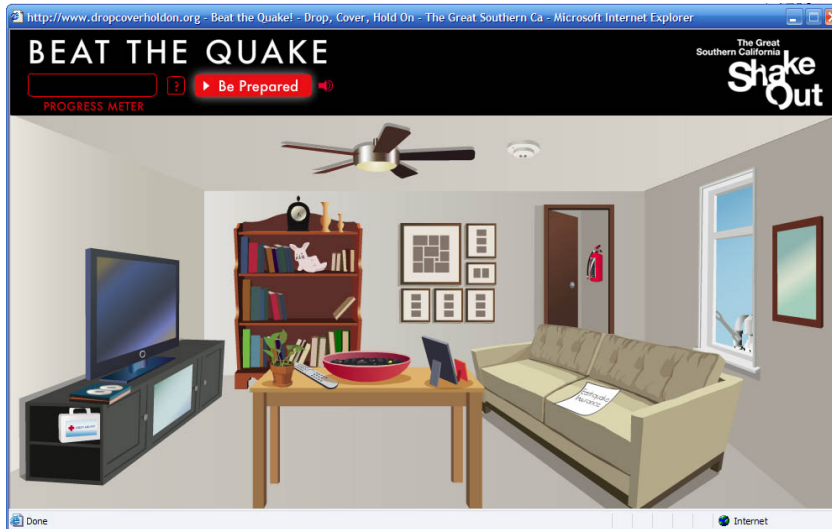
ShakeOut Earthquake Scenario – San Andreas Fault

http://urbanearth.gps.caltech.edu/shakeout/shakeout_media/

Multimedia Resources (continued)

'Beat the Quake' Game

To help Californians prepare for the ShakeOut Drill, a fun and informative game called *Beat the Quake* is now available at www.ShakeOut.org. Players must secure objects in a virtual living room before a simulated earthquake shakes and breaks those items not secured. Made with support from The Home Depot and FEMA.



DropCoverandHoldOn.org

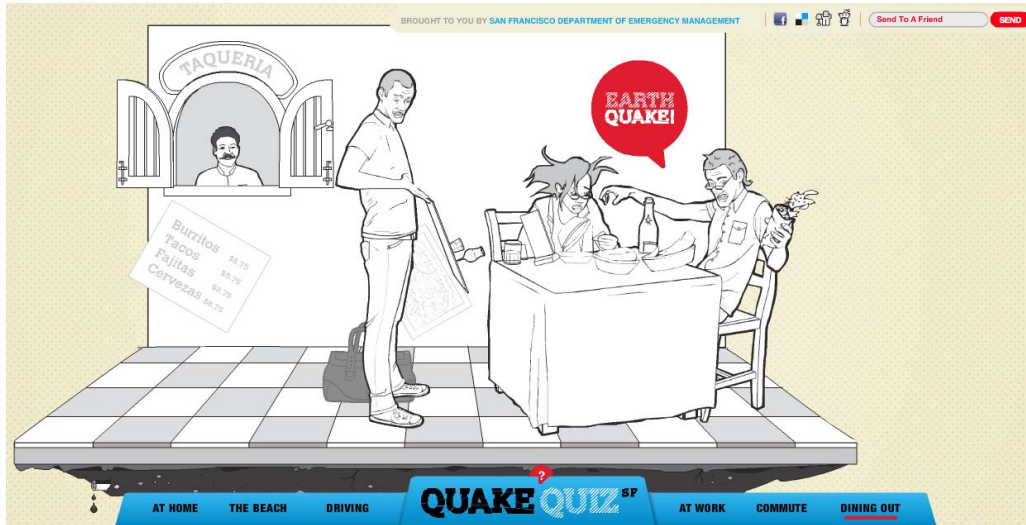
Beat the Quake is also included on www.DropCoverHoldOn.org, a site featuring animation and “clickable steps” detailing what to do during an earthquake.



Multimedia Resources (continued)

Quake Quiz SF

This game, hosted by San Francisco Emergency Management, game looks at typical environments at work, home, commuting, etc., to have users consider how to address different issues to make themselves safer. The game is accessible on the home page at www.ShakeOut.org or at www.quakequizsf.org



TOTALLY UNPREPARED

ADMITTING YOU HAVE A PROBLEM
IS THE FIRST STEP

"Totally Unprepared" is a unique and insightful multimedia campaign geared to help Californians better understand their risk of earthquakes and how to prepare for them. In addition to weekly videos, the Totally Unprepared campaign will incorporate the use of other social media sharing, blogging, and an accompanying website dedicated to spreading the message of preparedness. The use of these familiar online channels encourages the public to not only participate but share the message among their own networks and beyond.

<http://www.totallyunprepared.com/>

California Earthquake Authority

Preparing for the next damaging earthquake can help you and your family survive and recover and get back to normal faster. The California Earthquake Authority provides both insurance claim-paying power and expert service. For more information, visit www.EarthquakeAuthority.com.



Script for Public Service Announcements and Mentions

50 seconds

The Great California ShakeOut is the largest earthquake drill ever, organized statewide to inspire Californians to get ready for big earthquakes, and to prevent disasters from becoming catastrophes.

What we do now, before a big earthquake, will determine what our lives will be like afterwards. The ShakeOut Drill will take place in houses, businesses, and public spaces throughout California at 10:20 a.m. on October 20, 2011.

Register for free at www.ShakeOut.org and promise to participate, however you can. You'll get information about how to prepare for the next major earthquake. And you'll learn what actions to take during and after the shaking. That's www.ShakeOut.org.

Script for Public Service Announcement (30 seconds)

The earth starts shaking. It could be 'The Big One.' Do you know what to do the moment the shaking starts? Your instinctive actions can save you from injury and even save your life. The best way to train your instincts is to practice. And the best practice -- is to participate in The Great California ShakeOut, October 20 at 10:20 AM. Go to www.ShakeOut.org and register. And, 10/20 at 10:20 AM, join 10 million people for ShakeOut!

Script for Public Service Announcement (10 seconds)

When "The Big One" starts shaking, what you do can save your life. Practice DROP, COVER and HOLD ON, October 20 at 10:20am. Register NOW at ShakeOut.org.

– For additional information and resources, go to www.Shakeout.org/media –



More Scripts for On Air, Lead Paragraphs & Boxed Highlights

ShakeOut Drill - 1

Are you prepared for the next big earthquake in California? Millions of individuals, schools, businesses, government agencies, and community organizations are registered to participate in the Great California ShakeOut, the largest earthquake drill in U.S. history, October 20th at 10:20am. You can register at www.shakeout.org.

ShakeOut Drill - 2

Are you really prepared? What we do now, before a big earthquake, will determine what our lives will be like afterwards. Register for the Great California ShakeOut at www.ShakeOut.org/register. Learn more and be a part of the largest earthquake drill in U.S. history, October 20th at 10:20am.

ShakeOut Drill - 3

You only have seconds. Do you know exactly what to do the moment the ground starts shaking? If it involves a doorway, a triangle, or running – these ARE NOT quake-safe actions. Learn what to do. Register now at www.ShakeOut.org/register. Practice updated quake safety. Be a part of California's ShakeOut drill, October 20th at 10:20am.

ShakeOut Drill - 4

After an earthquake, have you ever thought, "I was lucky"? Don't leave it to luck! Get the facts on how to protect yourself during the shaking. Your current actions may be outdated & dangerous. Register at www.ShakeOut.org/register to learn quake-safe actions and practice with all of California in the largest U.S. drill, October 20th at 10:20am.

ShakeOut Drill - 5

The ground starts shaking – it's an earthquake! What do you do? Drop, Cover, and Hold On! If you've never heard this before, visit www.ShakeOut.org/register to practice how to be quake-safe with the rest of California, October 20th at 10:20am. The life you save may be your own.

– For additional information, go to www.Shakeout.org/media –