

**The Great  
California**

# **Shake Out**

TM

## **2010 Media Guide**

(Updated 10/18/2010)

**ShakeOut Media Center:**  
**[www.ShakeOut.org/media/](http://www.ShakeOut.org/media/)**

Updated ShakeOut Venue list,  
multimedia resources, contacts, etc.



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## **Media Contacts**

### **Statewide Contacts**

#### **Earthquake Country Alliance/SCEC**

Mark Benthien  
213-740-0323  
213-926-1683 – cell  
[benthien@usc.edu](mailto:benthien@usc.edu)

#### **California Earthquake Authority**

D'Anne Ousley  
916-325-3845  
916-769-5766 – cell  
[ousleyd@calquake.com](mailto:ousleyd@calquake.com)

#### **California Emergency Management Agency**

CalEMA Media Relations  
916-845-8400  
[media@calema.ca.gov](mailto:media@calema.ca.gov)  
Gregory Renick  
562-577-8603  
[gregory.renick@calema.ca.gov](mailto:gregory.renick@calema.ca.gov)

#### **ShakeOut Media Center**

[www.shakeout.org/media/](http://www.shakeout.org/media/)

#### **ShakeOut Email for General Questions**

[info@shakeout.org](mailto:info@shakeout.org)

### **Additional Regional Contacts**

#### **Bay Area**

Susan Garcia  
U.S. Geological Survey  
650-329-4668  
650-346-0998 – cell  
[Garcia@usgs.gov](mailto:Garcia@usgs.gov)

#### **Monterey/Salinas**

Maia Carroll  
Monterey County  
831-796-3092 – cell  
[carrollm@co.monterey.ca.us](mailto:carrollm@co.monterey.ca.us)

#### **Los Angeles/Orange Counties**

Margaret Vinci  
Caltech – Ofc. of Earthquake Programs  
626-395-3298  
626-840-3005 – cell  
[mvinci@gps.caltech.edu](mailto:mvinci@gps.caltech.edu)

Ken Kondo  
Los Angeles County Office of Emerg.  
Mgmt  
323-980-2267  
[kkondo@ceooem.lacounty.gov](mailto:kkondo@ceooem.lacounty.gov)

#### **Riverside/San Bernardino Counties**

Megan Blaney  
San Bernardino County Fire/ OES  
909-387-5870  
909-855-0035 – cell  
[mblaney@sbcfire.org](mailto:mblaney@sbcfire.org)

#### **San Diego**

Yvette Urrea Moe  
San Diego County Ofc. of Emerg.  
Services  
858-245-9366  
858-565-5502 – cell  
[Yvette.UrraMoe@sdcounty.ca.gov](mailto:Yvette.UrraMoe@sdcounty.ca.gov)

#### **Palm Springs / Imperial Valley/ Yuma**

Pamela Henry  
Fault Line, LLC  
909-809-8239 – cell  
[callfaultline@gmail.com](mailto:callfaultline@gmail.com)



## ShakeOut Highlights

- 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 is the ShakeOut Drill at 10:21am on October 21<sup>st</sup> when more than 7.1 million (as of 10/18) 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 ShakeOut is happening everywhere in the state, with thousands of drills on October 21. Some are public or ideal for media coverage:
    - **ShakeOut Media Venues (organized for media coverage)**  
[www.ShakeOut.org/venues](http://www.ShakeOut.org/venues)
  - Special Audio and Video elements include Drill Broadcasts that can be played on computers or over PA systems to narrate the drill.  
([www.shakeout.org/drill/broadcast/](http://www.shakeout.org/drill/broadcast/)).
- These also can be played on radio and tv stations (see list at [www.shakeout.org/drill/broadcasters.html](http://www.shakeout.org/drill/broadcasters.html)).**

- The Great California ShakeOut is the largest earthquake drill in U.S. history. More people can still register at [www.ShakeOut.org](http://www.ShakeOut.org). Spanish-speakers can register at [www.ShakeOut.org/espanol](http://www.ShakeOut.org/espanol)
- 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](http://www.earthquakecountry.org).



## **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](http://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](http://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 21 at 10:21 a.m., individuals, families, schools, businesses, non-profits, governments, neighborhoods, organizations, etc. will hold 'Drop, Cover and Hold On' drills throughout the state. As of October 18, over 7.1 million Californians have been registered to participate, at [www.ShakeOut.org](http://www.ShakeOut.org).

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](http://www.ShakeOut.org/howtoparticipate) for more ideas.

ShakeOut is now global: New Zealand held a ShakeOut drill in September 2009, Nevada and Guam will participate on October 21<sup>st</sup>; British Columbia and Oregon in January of 2011; and 8 Central U.S. States in April of 2011.

*Need Resources?* [ShakeOut.org](http://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](http://www.ShakeOut.org/media), including a list of venues that can be *observed on October 21*.

## 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](http://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.



## **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. The 2010 ShakeOut is scheduled for 10:21 AM on October 21, and as of October 18 has over 7.1 million participants.

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.

The 2010 ShakeOut drill will be the largest preparedness event in U.S. history. To participate, go to [www.ShakeOut.org/register](http://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](http://www.ShakeOut.org). (In Spanish at [www.ShakeOut.org/espanol](http://www.ShakeOut.org/espanol)).

The Great California ShakeOut

Share the ShakeOut: Email | facebook | twitter OTHER SHAKEOUTS SEARCH: GO

Be a Part of the ShakeOut  
**Register Now!**  
Log in

Home  
Overview  
Resources  
News and Events  
Media Center  
Partners

**GET READY TO SHAKEOUT!**

On October 21 at 10:21 a.m.\*, millions of people will practice **Drop, Cover and Hold On** in the 2010 California ShakeOut!

*It's not too late to register... yourself or your family, or your business, non-profit, school, city/county, medical facility, or other organization.*

Time to 2010 ShakeOut:  
**3 days 11:46:50**

**ANNOUNCEMENTS**

[Audio/Video to play during your drill](#)  
[See lists of who is participating](#)  
[Information in Multiple languages](#)  
[Near the coast? Include a tsunami drill](#)

ShakeOut Shop

NEWS FEED: 10/17: Ready to ShakeOut? If your drill is set up, what else can you do this week to improve your preparedness? Have you secured your space? 1 2 3 4 5

**QUICK LINKS**

[Registration Forms](#)

How to plan your drill and more: [dropdown]

Earthquake hazards in your area: [dropdown]

What's happening in your county? [dropdown]

[ShakeOut E-mail Updates](#)  
[FAQ: Frequently Asked Questions](#)

\* You can hold your drill at another time or day if best for your schedule.

**INTERACTIVE MAP**

2009 Participants  
Overall total: 6.9 Million  
Click Map for Area Total

**7.1 million**  
Participants and Counting!

Click the map for details about each area

**LEARN & PLAY**

**PLAY BEAT THE QUAKE**

**DROP! COVER! HOLD ON!**

**QUAKE QUIZ**

**ARE YOU READY?** PREPARE PROTECT RECOVER

USGS science for a changing world SCEC Southern California Earthquake Center Cal EMA CALIFORNIA EMERGENCY MANAGEMENT AGENCY CEA CALIFORNIA EARTHQUAKE AUTHORITY American Red Cross STATE FARM INSURANCE FEMA

Home | The Drill | Why Participate | News & Events | Resources | ShakeOut Partners | Contact Us | Tell a Friend | Languages

Earthquake Country Alliance We're all in this together.

### What is on the web site:

- Resources – an abundance of flyers, web banners, animations, drill manuals, etc. available ([www.shakeout.org/resources](http://www.shakeout.org/resources))
- Regional Maps – see how each region is effected differently
- Information on how to participate
- Information on who is participating – statewide, by area, or by county
- Information about earthquake hazards, fault lines, earthquake maps (per area)
- Information on how to protect yourself – 7 steps to safety

**ShakeOut Media Center:** [www.ShakeOut.org/media/](http://www.ShakeOut.org/media/)  
Updated ShakeOut Venue list, multimedia resources, contacts, etc.



## Multimedia Resources

### 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](http://www.ShakeOut.org/drill/broadcast)

The video drill broadcasts suitable for TV are available for download at:

[www.ShakeOut.org/drill/tv](http://www.ShakeOut.org/drill/tv)



### “Preparedness Now” USGS & Art Center Film

Updated for 2009: Up-and-coming 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](http://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/](http://www.shakeout.org/whyparticipate/)

#### **Greater San Francisco Bay Area Fault**

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

#### **North Coast Earthquake and Tsunami Information**

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

#### **Forecast of California Earthquakes**

[www.scec.org/ucsf/](http://www.scec.org/ucsf/)

#### **Earthquake and Tsunami Hazards and Mitigation Information**

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

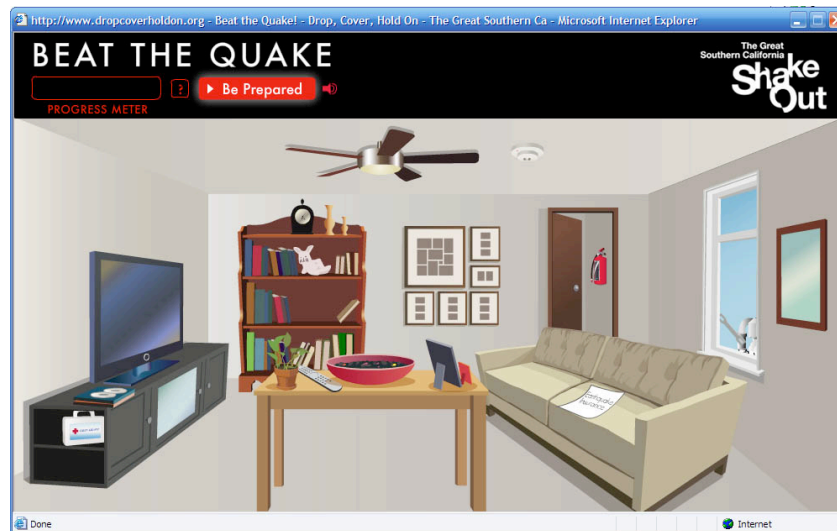
#### **California Fault Maps, Historic Earthquakes, Ground Shaking**

[www.conservation.ca.gov/cgs/geologic\\_hazards/earthquakes/Pages/index.aspx#Faults](http://www.conservation.ca.gov/cgs/geologic_hazards/earthquakes/Pages/index.aspx#Faults)

## Multimedia Resources (continued)

### **Beat the Quake**

To help Californians prepare for the ShakeOut Drill, a fun and informative game called *Beat the Quake* is now available at [www.ShakeOut.org](http://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](http://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](http://www.ShakeOut.org) or at [www.quakequizzesf.org](http://www.quakequizzesf.org)





## **Script for Public Service** **Announcement**

### **ShakeOut Drill**

The Great California ShakeOut is a day of special events featuring the largest earthquake drill ever, organized 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 occur in houses, businesses, and public spaces alike throughout California at 10:21 a.m. on October 21, 2010.

Free registration at [www.ShakeOut.org/register](http://www.ShakeOut.org/register) will pledge an individual's or group's participation in this important preparedness event. Participants will receive information on how to prepare for the inevitable major earthquake in the region and what actions to take during and after the shaking.



## **Scripts for Brief Mentions**

### **ShakeOut Drill - 1**

Are you prepared for the next big earthquake in California? Join the millions of individuals, schools, businesses, government agencies, and community organizations that have registered to participate in the Great California ShakeOut, the largest earthquake drill in U.S. history, October 21st at 10:21am.

Register at [www.shakeout.org](http://www.shakeout.org). You don't want to be left out.

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### **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](http://www.ShakeOut.org/register) to learn more and be a part of the largest earthquake drill in U.S. history, October 21st at 10:21am.

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### **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. Register now at [www.ShakeOut.org/register](http://www.ShakeOut.org/register) to learn more and practice updated quake safety. Be a part of California's ShakeOut drill, October 21<sup>st</sup> at 10:21am.

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### **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](http://www.ShakeOut.org/register) to learn quake-safe actions and practice with all of California in the largest U.S. drill, October 21st at 10:21am.

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### **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](http://www.ShakeOut.org/register) to practice how to be quake-safe with the rest of California, October 21st at 10:21am. The life you save may be your own.