

**The Great  
California  
Shake  
Out**™

**Media Guide**

~ 10/12/09 ~

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# 1. **OVERVIEW**

Overview of the Great California ShakeOut

ShakeOut Website



## ShakeOut Highlights

- October 15, at 10:15 a.m.
- ShakeOut Purpose: To help all Californians get ready for big earthquakes, and to prevent disasters from becoming catastrophes
- According to a recent forecast, California has a 99.7% chance of having a magnitude 6.7 or larger earthquake during the next 30 years ([www.scec.org/ucerf/](http://www.scec.org/ucerf/))
- The key planned event is the ShakeOut Drill at 10:15am on October 15<sup>th</sup> with over 6 million registered to participate (and still counting)
  - ShakeOut Drill is the largest earthquake drill in U.S. history
  - More can register at [www.ShakeOut.org](http://www.ShakeOut.org)
  - Spanish-speakers can register at [www.ShakeOut.org/espanol](http://www.ShakeOut.org/espanol)
- Other ShakeOut events include local activities around state:
  - ShakeOut Calendar of Events (statewide, by county or area) [www.ShakeOut.org/calendar/](http://www.ShakeOut.org/calendar/)
- Special Audio and Video elements include Drill Broadcasts that can be used individually or over PA systems in a building to walk through the earthquake ([www.shakeout.org/drill/broadcast/](http://www.shakeout.org/drill/broadcast/)), PSAs, and a short film about the ShakeOut in Southern California [www.shakeout.org/resources/videos.html](http://www.shakeout.org/resources/videos.html)
- Online Interactives invite learning while having fun in a participatory way
  - *Drop, Cover, and Hold On*
  - *Beat the Quake*
  - *Quake Quiz SF*
- Statewide events, schedule, resources, and details are at [www.ShakeOut.org](http://www.ShakeOut.org)
- The Great California ShakeOut organized and carried out by the Earthquake Country Alliance – earthquake professionals, emergency responders, business leaders, and community activists across the state – led by 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, American Red Cross, Redwood Coast Tsunami Working Group, Bay Area Earthquake Alliance, Central Coast Earthquake Alliance, Southern California Earthquake Alliance, and many more across the state.



## **ShakeOut Highlights (Narrative):**

### **Are You Ready to ShakeOut?**

With 37 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 has organized the 2009 *Great California ShakeOut*, a statewide earthquake drill at 10:15 AM on October 15.

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 2009 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 three minute commitment 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). If you are a member of the Spanish-speaking community, you can register at [www.ShakeOut.org/espanol](http://www.ShakeOut.org/espanol).

# ShakeOut Website

The Great California ShakeOut

Welcome to the new ShakeOut statewide website!

LANGUAGE: ENGLISH

SEARCH: [input] GO

Be a Part of the ShakeOut  
**Register Now**  
Los 15

Home  
The Drill  
News and Events  
Resources  
ShakeOut Partners  
Contact Us

**GET READY TO SHAKEOUT!**

At 10:15 a.m., on October 15, 2009, millions of Californians will participate in the largest [earthquake drill](#) ever!

The purpose of the ShakeOut is to practice how to protect ourselves during earthquakes, and to get prepared at work, school, and home.

Everyone can participate! Use the map and links below to learn [how](#).

Countdown to ShakeOut:  
7 days 2:16:05

**ANNOUNCEMENTS**

[ShakeOut Overview](#) | [ShakeOut Drill](#)  
Messages, flyers, movies, and much more!

[Participate](#) | [Participate Information](#)

[Activities and Videos](#) | [ShakeOut Drill](#)  
Learn to during your drill.

Are you not getting [ShakeOut Email Updates](#)? Our emails might be blocked by your "Spam" filter. Add "ShakeOut.org" to your contact list.

**QUICK LINKS**

First step: [Register](#)

How to Participate:

Select your category: [dropdown]

Earthquake Hazards in Your Area:

Select your area: [dropdown]

What's Happening in Your County?

Select your county: [dropdown]

[FAQ: Frequently Asked Questions](#)

**INTERACTIVE MAP**

**6.2 million**  
Participants and Counting!

Click the map for details about each area.

**LEARN & PLAY**

**PLAY BEAT THE QUAKE**

**DROP! COVER! HOLD ON!**

**QUAKE**

Share the ShakeOut:  
Email | Facebook | Twitter

**Are You Ready?**

PREPARE — PROTECT — RECOVER

USGS | SCEC Southern California Earthquake Center | Cal EMA | CEA CALIFORNIA EARTHQUAKE AUTHORITY | American Red Cross | FEMA

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

©2008 SCEC Southern California Earthquake Center | TNC | Designed by [WestonShaw](#)

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

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

## 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 – check 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

## **2. EVENTS**

ShakeOut Drill Description and Details



## ShakeOut Drill

### Why have the ShakeOut Drill?

With over 36 million people living and working in California, a major earthquake in any of its regions could cause an unprecedented catastrophe with statewide impacts. With earthquakes an inevitable part of California's future, Californians must act quickly to ensure that disasters do not become catastrophes. The ShakeOut drill, a massive earthquake drill at 10:15 a.m. on October 15, 2009, centers a recent forecast which states that California has a 99.7% chance of having a magnitude 6.7 or larger earthquake during the next 30 years. With more than 6 million registered already, the ShakeOut drill will be the largest in U.S. history. The ShakeOut Drill gives residents an opportunity to practice quake-safe actions during the drill so they will act quickly and correctly when a real earthquake strikes.

### How can people participate?

To participate, go to [www.ShakeOut.org](http://www.ShakeOut.org) to register. There are many ways to take part in the ShakeOut drill, but at the least participants should "*Drop, Cover, and Hold On*" at 10:15 a.m. on October 15. To *Drop, Cover, and Hold On* people should:

- **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.

Additional details and suggested drill actions, including multi-level ShakeOut Drill Manuals (from simple to advanced) are customized for various groups and available at [www.shakeout.org/resources/](http://www.shakeout.org/resources/).

Audio and Video recordings to be played during the drill are at [www.ShakeOut.org/drill/broadcast](http://www.ShakeOut.org/drill/broadcast)

### How long does the ShakeOut Drill last?

The actual drill will only take three minutes, 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. Go to [www.shakeout.org/whyparticipate/](http://www.shakeout.org/whyparticipate/) for more ideas on "What can I do?"

### Why *Drop, Cover, and Hold On*?

The main point is to not try to move but to immediately protect yourself as best as possible where you are. 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, so *Drop, Cover, and Hold On* to be on the safe side.

# **3. AUDIO & VIDEO ELEMENTS**

ShakeOut Drill Broadcast

“Preparedness Now” short film

Southern CA - USGS ShakeOut Scenario Wave Animation

Statewide Earthquake Hazard Information and Maps

Public Service Announcements



***NOTE: Items marked with “ \* ” are available on Betacam SP tapes for TV now***

### **\* 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 drill broadcasts are all available for download at: [www.ShakeOut.org/drill/tv](http://www.ShakeOut.org/drill/tv)  
*We suggest that selected files be downloaded and tested **before** the drill.*

### **“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>



## **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/ucarf/](http://www.scec.org/ucarf/)

### **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)

## \* Public Service Announcements

Three Public Service Announcements were created to highlight The Great California ShakeOut developed by Design Students as a part of Designmatters at the Art Center College of Design. Each is intended to be thought provoking or humorous and therefore memorable to drive viewers to the ShakeOut website. All PSAs are available in **English or Spanish**.

The PSAs are all available for download at: [www.ShakeOut.org/drill/tv](http://www.ShakeOut.org/drill/tv) and broadcast quality is also available on Beta Cam SP tapes for TV. The three PSAs are as follows:

### Brick to Face



### Brick Showdown



### Dominos



## **4. ONLINE INTERACTIVES**

*Beat the Quake – game*

*Drop, Cover, Hold On – web site*

*Quake Quiz SF – game*



## 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.



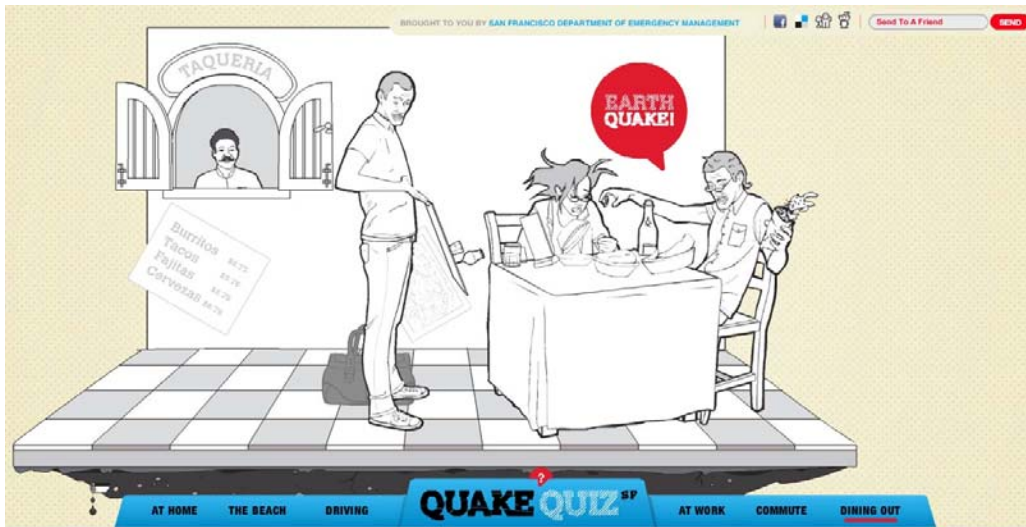
## Drop, Cover, and Hold On

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.



## 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)



# **5. MESSAGES**

ShakeOut Q&A

Public Service Announcements

Mentions



## ShakeOut Q&A

- ★ ***What we do now, before the earthquake, will determine how our lives will be afterwards.***

### **1. What is the ShakeOut?**

- The purpose of the Great California ShakeOut is to practice how to protect ourselves during earthquakes, and to get prepared at work, school, and home
- This year's drill is the first statewide ShakeOut Drill and will occur at 10:15 a.m. on 10/15

### **2. What are the primary ShakeOut goals?**

- In 2008, 5.4 million participated in the ShakeOut Drill. Registration for 2009 has already surpassed last year's numbers to be the largest earthquake drill in U.S. history.
  - Recruitment efforts have included engaging million from schools, businesses, government agencies, communities, individuals and families
  - Everyone is encouraged to "spread the word"
- Shift the culture in California about earthquakes
  - We're all in this together
  - We must all take greater responsibility for readiness
  - We need to talk about earthquake preparedness more often
- Significantly increase earthquake readiness at all levels

### **3. What can people do to participate in the ShakeOut?**

- Register for free at [www.ShakeOut.org](http://www.ShakeOut.org)
  - Individuals, families, government agencies, community groups, businesses, schools
  - Be counted as an official participant of ShakeOut and the drill on October 15<sup>th</sup>, where ever you are at 10:15 a.m.
  - Receive updated information like multi-level Drill Scripts
- During the drill, practice quake-safe action so when a real earthquake strikes, you can act correctly when only seconds count
- Set an example for others
- Learn what else you can do to get ready



- Talk about the ShakeOut Scenario earthquake, the ShakeOut Drill, activities, and earthquake preparedness with friends, family, colleagues, and others
- Spread the word to make this the largest earthquake drill in U.S. history!
- Post and distribute ShakeOut materials wherever possible
- Plan drills at home, work, school, and elsewhere

#### 4. What are basic actions people can do to get ready?

- Practice “*Drop, Cover, and Hold On*”
  - Everyone must know (and practice) how to be safe during earthquakes so they will react quickly
- Secure Your Space at home or work, such as:
  - Top heavy furniture
  - Water heaters
  - TVs & electronics
  - Breakables and collectables
- Secure Your Building
  - Retrofit vulnerable structures
  - Strengthen chimney & facades
- Store More Water.
  - 1 gallon per person per day for at least 3 days, ideally up to 2 weeks
- Have an “ABC” Fire Extinguisher(s)
  - Everyone must know how to properly use it

#### 5. Who are the organizers of the ShakeOut?

The Great California ShakeOut is organized by the [Earthquake Country Alliance](#), a statewide collaboration of nonprofit, business, government and education partners and regional alliances led by:

- Southern California Earthquake Center
- California Emergency Management Agency (CalEMA)
- California Earthquake Authority
- United States Geological Survey (USGS)
- California Department of Education
- State Farm Insurance
- Federal Emergency Management Agency
- Caltech
- American Red Cross
- And many others statewide



## **Public Service Announcements**

### **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 10:15 a.m. on October 15, 2009.

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.



## 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 15th at 10:15am.

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 15th at 10:15am.

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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 15th at 10:15am.

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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 15th at 10:15am.

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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 15th at 10:15am. The life you save may be your own.

# **6. FACT SHEETS**

ShakeOut Fact Sheets:  
Individuals, Schools, and Businesses



# The Great California ShakeOut

Annual Statewide Earthquake Drill

## Individuals and Families Get Ready to ShakeOut!

**At 10:15 a.m. on October 15, 2009**, millions of Californians will “Drop, Cover, and Hold On” in *The Great California ShakeOut*, the largest earthquake drill ever! Everyone is encouraged to participate in the drill wherever you are at 10:15 a.m. on 10/15!

Major earthquakes may happen anywhere you work, live, or travel in California. The ShakeOut is our chance to practice how to protect ourselves, and for everyone to become prepared. The goal is to prevent disasters from becoming catastrophes.

Why is a “Drop, Cover, and Hold On” drill important? As with anything, to act quickly you must practice often. You may only have seconds to protect yourself in an earthquake before strong shaking knocks you down, or something falls on you.



Nearly 5.5 million Southern Californians participated in the 2008 ShakeOut. Now statewide, the *Great California ShakeOut* will be held on the third Thursday of October each year.

**Everyone can participate!** Individuals, families, businesses, schools, government agencies and organizations are all invited to register.

Register today at [ShakeOut.org](http://ShakeOut.org)

### HOW TO PARTICIPATE

Here are simple things individuals and families can do to participate in the ShakeOut. Instructions and resources can be found at [ShakeOut.org/individuals](http://ShakeOut.org/individuals).

#### Plan Your Drill:

- Register at [www.ShakeOut.org/register](http://www.ShakeOut.org/register) to be counted in the ShakeOut Drill, get email updates, and more.
- Have a “Drop, Cover, and Hold On” drill at 10:15 a.m. on October 15.
- Discuss what you learned and make improvements.

#### Get Prepared for Earthquakes:

- Do a “hazard hunt” for items that might fall during earthquakes and secure them.
- Create a personal or family disaster plan.
- Organize or refresh your emergency supply kits.
- Identify and correct any issues in your home’s structure.
- Other actions are at [www.earthquakecountry.org](http://www.earthquakecountry.org).

#### Share the ShakeOut:

- Invite everyone who matters to you to register.
- Have a neighborhood party to discuss preparedness, and register for the ShakeOut.
- Encourage your community, employer, or other groups you are involved with to participate.
- Share your experience at [www.shakeout.org/drill](http://www.shakeout.org/drill).



### As a registered ShakeOut participant you will:

- Learn what you can do to get prepared
- Be counted in the largest earthquake drill ever!
- Receive ShakeOut news and other earthquake information
- Set an example that motivates others to participate





# The Great California ShakeOut

Annual Statewide Earthquake Drill

## Schools

Get Ready to ShakeOut!

At 10:15 a.m. on October 15, 2009, millions of Californians will “Drop, Cover, and Hold On” in *The Great California ShakeOut*, the largest earthquake drill ever! All schools are encouraged to participate in the drill (or plan a more extensive exercise).

Major earthquakes may happen anywhere you work, live, or travel in California. The ShakeOut is our chance to practice how to protect ourselves, and for everyone to become prepared. The goal is to prevent disasters from becoming catastrophes.



Why is a “Drop, Cover, and Hold On” drill important? As with anything, to act quickly you must practice often. You may only have seconds to protect yourself

in an earthquake before strong shaking knocks you down, or something falls on you.

Nearly 5.5 million Southern Californians participated in the 2008 ShakeOut. Now statewide, the *Great California ShakeOut* will be held on the third Thursday of October each year.

**Everyone can participate!** Individuals, families, businesses, schools, government agencies and organizations are all invited to register.

Register today at [ShakeOut.org](http://ShakeOut.org)

### HOW SCHOOLS CAN PARTICIPATE

Here are a few suggestions for what schools can do to participate in the ShakeOut. More ideas, materials, and other resources can be found at [ShakeOut.org/schools](http://ShakeOut.org/schools).

#### Plan Your Drill:

- Register at [www.ShakeOut.org/register](http://www.ShakeOut.org/register) to be counted in the ShakeOut Drill, get email updates, and more.
- Have a “Drop, Cover, and Hold On” drill at 10:15 a.m. on October 15. You can also exercise other aspects of your emergency plan.
- Discuss what you learned and make improvements.

#### Get Prepared for Earthquakes:

- Check your emergency supplies and equipment; make sure they are accessible and functional.
- Download and review school preparedness materials from [www.ShakeOut.org/schools](http://www.ShakeOut.org/schools).
- Encourage staff and students to prepare at home.
- Distribute ShakeOut take-home materials.

#### Share the ShakeOut:

- Encourage students and staff to ask their friends, families, and neighbors to register.
- Ask colleagues at other schools to participate.
- Posters, flyers, and other materials for promoting the ShakeOut are at [www.ShakeOut.org/resources](http://www.ShakeOut.org/resources).
- Share your experience at [www.shakeout.org/drill](http://www.shakeout.org/drill).



### As a registered ShakeOut participant you will:

- Learn what you can do to get prepared
- Be counted in the largest earthquake drill ever!
- Receive ShakeOut news and other earthquake information
- Set an example that motivates others to participate





# The Great California ShakeOut

Annual Statewide Earthquake Drill

## Businesses

Get Ready to ShakeOut!

At 10:15 a.m. on October 15, 2009, millions of Californians will “Drop, Cover, and Hold On” in *The Great California ShakeOut*, the largest earthquake drill ever! All businesses are encouraged to participate in the drill (or plan a more extensive exercise).

Major earthquakes may happen anywhere you work, live, or travel in California. The ShakeOut is our chance to practice how to protect ourselves, and for everyone to become prepared. The goal is to prevent disasters from becoming catastrophes.

Why is a “Drop, Cover, and Hold On” drill important? As with anything, to act quickly you must practice often. You may only have seconds to protect yourself in an earthquake before strong shaking knocks you down, or something falls on you.



Nearly 5.5 million Southern Californians participated in the 2008 ShakeOut. Now statewide, the *Great California ShakeOut* will be held on the third Thursday of October each year.

**Everyone can participate!** Individuals, families, businesses, schools, colleges, government agencies and organizations are all invited to register.

Register today at [ShakeOut.org](http://ShakeOut.org)

### HOW TO PARTICIPATE

Here are a few suggestions for what businesses can do to participate in the ShakeOut. More information and resources can be found at [ShakeOut.org/businesses](http://ShakeOut.org/businesses).

#### Plan Your Drill:

- Register at [www.ShakeOut.org/register](http://www.ShakeOut.org/register) to be counted in the ShakeOut Drill, get email updates, and more.
- Have a “Drop, Cover, and Hold On” drill at 10:15 a.m. on October 15. You can also exercise other aspects of your emergency plan.
- Discuss what you learned and make improvements.

#### Get Prepared for Earthquakes:

- Check your emergency supplies and equipment; make sure they are accessible and functional.
- Ask departments to inspect facilities for items that might fall and cause injury and secure them.
- Encourage employees to prepare at home.
- Provide first aid and response training for staff.

#### Share the ShakeOut:

- Encourage employees to ask their friends, families and neighbors to register.
- Ask colleagues at other businesses to participate.
- Posters, flyers, and other materials for promoting the ShakeOut are at [www.ShakeOut.org/resources](http://www.ShakeOut.org/resources).
- Share your experience at [www.shakeout.org/drill](http://www.shakeout.org/drill).



### As a registered ShakeOut participant you will:

- Learn what you can do to get prepared
- Be counted in the largest earthquake drill ever!
- Receive ShakeOut news and other earthquake information
- Set an example that motivates others to participate



# **7. DRILL VENUES**

ShakeOut Drill Venue List



## SHAKEOUT DRILL VENUE LIST

Monday, October 15, 2009

### ALAMEDA COUNTY

**Location:** **Stonebrae Elementary School**  
28761 Hayward Blvd., Hayward, CA 94542  
Thor Poulsen, 510-583-4948 / 510-750-0107 – cell  
[Thor.poulsen@hayward-ca.gov](mailto:Thor.poulsen@hayward-ca.gov)  
**Synopsis:** School-wide Drop, Cover, and Hold On drill  
**Time:** 10:15 a.m.

### KERN COUNTY

**Location:** **State Farm Insurance Company**  
900 Old River Rd., Bakersfield, CA 93311  
Jill Elofson, Public Affairs, Public Affairs: 661-663-2782  
**Synopsis:** Facility-wide Drop, Cover, and Hold On drill, Mayor will be observing  
**Time:** 10:15 a.m.

### LOS ANGELES COUNTY

**Location:** **LA County Fire Department, Del Valle Regional Training Facility**  
28101 Chiquito Canyon Road, Castaic, California, 91384  
Thomas Brothers Mapbook: Page 4549-C-1  
Public Affairs: 323-881-2411 / 323-881-2413  
**Synopsis:** Major Structure Collapse Simulations and Urban Search & Rescue Operations.  
**Time:** 1:00 p.m. until 8:00 p.m. (continuous operations)  
NEWS MEDIA AND OBSERVERS WELCOME

**Location:** **LA County Fire Department, Special Operations Headquarters**  
1320 Eastern Ave., Los Angeles,  
Public Affairs: 323-881-2411 / 323-881-2413  
**Synopsis:** 10:00 AM - interviews at facility; *Drop, Cover, and Hold On* drill at 10:15, evacuation of facility (headquarters), transfer of command  
**Time:** 10:00 a.m. until 2:00 p.m.  
NEWS MEDIA AND OBSERVERS WELCOME

**Location:** **California Science Center**  
700 Exposition Park Drive, Los Angeles  
Contact: Paula Wagner 213-744-2144, Ken Kondo, 213-792-5128  
**Synopsis:** Drill, school children, State Superintendent Jack O'Connell; Dr. Lucy Jones, USGS; LA County Supervisor Mark Ridley-Thomas  
**Time:** 10:15 a.m.

**Location:** **Para Los Niños Elementary School**  
1617 East 7th Street (east of Alameda Street), Los Angeles  
Elena Stern, 213-250-4800, ext. 517 / cell 310-738-1376  
**Synopsis:** Drill, school children perform Drop, Cover, and Hold On, evacuation  
**Time:** 10:15 a.m.

**Location:** **USC Health Science Campus**  
1975 Zonal Ave, Los Angeles 90033  
Leslie Ridgeway 323-442-2823, 323-200-8015 – cell  
Meghan Lewit 323-442-3941, 213-700-0322 – cell  
**Synopsis:** Mass casualty incident drill  
**Time:** 9 a.m. (preparations) 10:15 a.m. drill start

## **MONTEREY**

**Location:** **U.S. Army Garrison Fort Hunter Liggett**  
Building 238, California Avenue  
Helen Elrod 831-386-2782  
**Synopsis:** Drill and exercise  
**Time:** 10:15 a.m.

## **ORANGE COUNTY**

**Location:** **Discovery Science Center, Santa Ana,**  
2500 N. Main Street  
Leslie Perovich 714-913-5012  
**Synopsis:** *Drop, Cover, and Hold On* drill and earthquake activities  
**Time:** 10:15 a.m.

**Location:** **Golden West College**  
15744 Goldenwest St., Huntington Beach  
Margie Bunten 714-895-8315  
**Synopsis:** Drill, all-campus evacuation of students, emergency team exercise,  
**Time:** 10:15 a.m.

## **RIVERSIDE**

**Location:** **UC Riverside**  
900 University Ave., Riverside  
Paul Walker 951-827-2609  
**Synopsis:** *Drop, Cover, and Hold On* drill with emergency response personnel & building evacuations afterwards at several campus locations; earthquake fair at Bell Tower  
**Time:** 10:00 a.m. – 1:00 p.m.

**Location:** **DesertArc**  
73-255 Country Club Drive; Palm Desert  
Cheryl Curley 760-346-1611 x405

**Synopsis:** *Drop, Cover, and Hold On*; vocational training for 350 staff and Adult Day Center clients who will participate; management staff will test emergency operations center plan until 2 p.m.

**Time:** 10:15 a.m. – 2:00 p.m.

## **SACRAMENTO**

**Location:** **Regency Park Elementary School**  
5901 Bridgecross Drive, Natomas  
Trinette Marquis 916-566-1789

**Synopsis:** 900 children will *Drop, Cover, and Hold On*

**Time:** 10:15 a.m.

## **SAN BERNARDINO COUNTY**

**Location:** **San Bernardino County Museum**  
2024 Orange Tree Lane, Redlands, CA 92374  
Jennifer Reynolds 909-307-2669 x278  
[jreynolds@sbcm.sbcounty.gov](mailto:jreynolds@sbcm.sbcounty.gov)

**Time:** 9:15 a.m. – 12:00 p.m.

**Synopsis:** Drill, preparedness fair, educational activities and science presentation, Remarks by San Bernardino County Third District Supervisor Neil Derry at 9:15am and the Drop, Cover, and Hold On drill at 10:15am. From 10:30am to noon visitors can visit the Earthquake Preparedness Fair in museum courtyard and interact with the museum's education division to learn Seven Steps to Earthquake safety. Presentation of behind the ShakeOut at 11am.

## **SAN DIEGO**

**Location:** **Balboa Park Safety & Security Cooperative**  
1549 El Prado  
Casey Smith 619-235-1120; Dave Dalton 805-732-6147

**Synopsis:** Park-wide evacuation drill, multiple locations, 24 institutions participating

**Time:** 10:15 a.m.

## **SAN FRANCISCO**

**Location:** **California Seismic Safety Commission meeting**  
Hotel Whitcomb, 1231 Market Street  
Karen Cogan 916-263-5506

**Synopsis:** Drill, discussion beginning at 9:30 a.m. followed by 11 a.m. meeting

**Time:** 9:30 a.m.

## **SANTA CLARA**

**Location:** **Tech Center Museum**

201 S. Market Street, San Jose

Roqua Montez, 408-795-6225

**Synopsis:** Events all week, California Emergency Management Agency Acting Secretary Matthew Bettenhausen to speak

**Time:** 10:15 a.m. drill

## **SANTA CRUZ**

**Location:** **Cypress Charter High**

2039 Merrill St.

Les Forster, principal, 831-477-0302

**Synopsis:** *Drop, Cover and Hold On Drill*

**Time:** 10:15 a.m.