



# The Great California ShakeOut

Annual Statewide Earthquake Drill

## Media Organizations Get Ready to ShakeOut!

**At 10:18 a.m. on October 18, 2012**, millions of Californians will “Drop, Cover, and Hold On” in The Great California ShakeOut, the largest earthquake drill ever! Media organizations are encouraged to participate in the drill (or plan a more extensive exercise) and to inform the public about the drill.

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 a major earthquake from becoming a catastrophe for you, your organization, and your community.



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.

More than 8.6 million Californians participated in the 2011 ShakeOut 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 media organizations can do to participate in the ShakeOut. More instructions and resources can be found at [ShakeOut.org/california/media](http://ShakeOut.org/california/media).

#### Plan Your Drill:

- Register at [ShakeOut.org/california/register](http://ShakeOut.org/california/register) to be counted in the ShakeOut Drill, get email updates, and more.
- Download a Drill Broadcast recording from [ShakeOut.org/california/broadcast](http://ShakeOut.org/california/broadcast).
- Have a “Drop, Cover, and Hold On” drill at 10:18 a.m. on October 18. You may also want to 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.
- Inspect facilities for items that might fall and cause injury and secure them.
- Develop or review your emergency plans.
- 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.
- Create PSAs or news stories about the ShakeOut.
- Plan how reporters will cover the drill.
- Posters, flyers, and other materials for promoting the ShakeOut are at [ShakeOut.org/california/resources](http://ShakeOut.org/california/resources).
- Share your experience at [Shakeout.org/california/share](http://Shakeout.org/california/share).



### 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

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