



# The Great Alaska ShakeOut

Annual Statewide Earthquake Drill

## Media Organizations

**At 10:15 a.m. on October 15, 2020**, hundreds of thousands of people will “Drop, Cover, and Hold On” in The Great Alaska ShakeOut, the state's largest earthquake drill ever!

Participation can be as simple as a one-minute “Drop, Cover and Hold On” drill. All media organizations are encouraged to participate (or plan a more extensive exercise).

Alaska has more earthquakes than any other state, and no one can predict when the next one is coming. The ShakeOut is our chance to practice how to protect ourselves, and for everyone to become prepared.

Why is a “Drop, Cover, and Hold On” drill important? To respond 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.



Millions of people worldwide have participated in Great ShakeOut Earthquake Drills since 2008. The Great Alaska ShakeOut is 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/alaska**

## HOW TO PARTICIPATE

News media organizations (radio, TV, print, online) play a crucial role in informing people about the Great Alaska ShakeOut. Media organizations, reporters, writers, and others are encouraged to participate in several ways:

- Have your own earthquake drill on October 15, 2020 (register at [ShakeOut.org/alaska/register](https://ShakeOut.org/alaska/register) to be counted and get updates)
- Promote participation in the Great Alaska ShakeOut
- Play the Drill Broadcast ([ShakeOut.org/alaska/drill/broadcast](https://ShakeOut.org/alaska/drill/broadcast))
- Report about the Great Alaska ShakeOut.

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/alaska/howtoparticipate](https://ShakeOut.org/alaska/howtoparticipate).

### Get Prepared for Earthquakes:

- Check your emergency supplies and equipment; make sure they are accessible and functional.
- Secure items that might fall and cause injury.
- Consider how you will protect your business assets: staff, equipment, facilities, IT systems, market share, etc.
- Provide first aid and response training for staff.

### Share the ShakeOut:

- Create PSAs or news stories about the ShakeOut.
- Plan how reporters will cover the drill.
- Find posters, flyers, and other materials for promoting the ShakeOut at [ShakeOut.org/alaska/resources](https://ShakeOut.org/alaska/resources).



## As a registered ShakeOut Participant you will:

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

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