



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

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MEDIA ADVISORY

Informational Websites & Contacts for Interviews

This Thursday, October 18 at 10:18 a.m., nearly a quarter of the population of California (9.4 million people) will participate in the world's largest earthquake drill. Millions more will participate in other U.S. States and territories, Washington, D.C., and in other countries.

To facilitate media stories about The Great California ShakeOut, event planners are providing the following resources for informational websites and interview opportunities with experts

Useful Websites

- www.shakeout.org: Worldwide home page with links to – and up-to-date participation statistics for – all Official ShakeOut Regions
- www.shakeout.org/california: How to participate in California's annual statewide earthquake drill, with extensive drill planning, preparedness resources and participation statistics.
- www.earthquake.usgs.gov: Earthquake, tsunami and general preparedness information and educational resources.
- www.calema.ca.gov/preparedness: Earthquake, tsunami and general preparedness.
- <http://myhazards.calema.ca.gov>: Interactive map of natural hazards in your neighborhood.
- www.cisn.org: Recent earthquake information and maps.
- www.scec.org/ucerf: Probabilities of earthquakes in California.
- www.tsunami.ca.gov: Tsunami inundation map links; preparedness information.
- www.EarthquakeAuthority.com: CEA Earthquake insurance information.
- www.earthquakecountry.org: Extensive information, videos, publications, links.
- www.terremotos.org: Earthquake information in Spanish.
- www.earthquakecountry.org/dropcoverholdon: Special report on what to do during earthquakes.

- www.dropcoverandholdon.org: Drop, Cover & Hold On website (and “Beat the Quake” game).
- www.nees.org/shakeout: Variety of earthquake resources including videos, maps, coloring pages, and much more.

Key experts by areas of expertise

THE GREAT CALIFORNIA SHAKEOUT

Mark Benthien, Executive Director, Earthquake Country Alliance (at SCEC), 213-926-1683 *ShakeOut / Drop, Cover, & Hold On / Earthquake Science*

Kate Long, Earthquake Program Research Specialist, Cal EMA, 626-252-7517 *ShakeOut / Earthquake science / Drop, Cover, & Hold On*

Margaret Vinci, Manager, Office of Earthquake Programs, Cal Tech, 626-840-3005 *ShakeOut / Online earthquake tools / Business preparedness & continuity / Disaster Preparedness / Earthquake Science / San Andreas Fault scenario*

D’Anne Ousley, Media Specialist, California Earthquake Authority, 916-325-3845 *ShakeOut / Earthquake insurance*

DROP, COVER & HOLD ON

Mark Benthien, Executive Director, Earthquake Country Alliance (at SCEC), 213-926-1683 *Drop, Cover, & Hold On / ShakeOut / Earthquake Science*

Dr. Kim Shoaf, UCLA Public Health, 310-794-0864 *Studies how people are injured during earthquakes*

Stacy Gerlich, CERT Commander, Los Angeles Fire Department, 818-756-9674 *Drop, Cover, & Hold On / Community preparedness*

Kate Long, Earthquake Program Research Specialist, Cal EMA, 626-252-7517 *Drop, Cover, & Hold On / ShakeOut*

Dr. Lori Dengler, Professor, Humboldt State & Cal EMA Tsunami Advisor, 707-826-3115 *Drop, Cover, & Hold On / Tsunamis / Earthquake science*

EARTHQUAKE INSURANCE

Glenn Pomeroy, CEO, California Earthquake Authority, 916-325-3845 *Information about CEA earthquake insurance policies*

D’Anne Ousley, Media Specialist, California Earthquake Authority, 916-325-3845 *Earthquake insurance / ShakeOut*

EARTHQUAKE SCIENCE

Lucy Jones, Seismologist, U.S. Geological Survey, 626-583-7817
Hazards science, Earthquake forecasting, Disaster impacts

Ken Hudnut, Ph.D. Geophysicist, U.S. Geological Survey, 626-583-7232
Earthquake science / ShakeOut

Dr. Lori Dengler, Professor, Humboldt State & CalEMA Tsunami Advisor, 707-826-3115
Earthquake science / Drop, Cover, & Hold On / Tsunamis

Kathleen Springer, Senior Curator of Geological Sciences, San Bernardino County Museum, 909-218-0866 (Cell). *Earthquake science / Drop, Cover & Hold On / ShakeOut / Museum Interpretation*

Mark Benthien, Executive Director, Earthquake Country Alliance (at SCEC), 213-926-1683
Earthquake Science / Drop, Cover, & Hold On / ShakeOut

EARTHQUAKE PREPAREDNESS

Thor Poulsen, Public Education Officer, Hayward Fire Department, 510-583-4948 *Personal preparedness / What to do before, during and after the shaking stops*

Mark Benthien, Executive Director, Earthquake Country Alliance (at SCEC), 213-926-1683
Earthquake Science / Drop, Cover, & Hold On / ShakeOut

Kelly Huston, Ass't. Secretary for Public & Crisis Communication, Cal EMA, 916-607-7657
How prepared Californians are / The TotallyUnprepared.com campaign

Stacy Gerlich, CERT Commander, Los Angeles Fire Department, 818-756-9674 *Community preparedness / Drop, Cover, & Hold On*

Margaret Vinci, Manager, Office of Earthquake Programs, Cal Tech, 626-840-3005 *ShakeOut / Online earthquake tools / Business preparedness & continuity / Disaster Preparedness / San Andreas Fault scenario*

Chris Ipsen, Public Information Officer, L.A. Emergency Management Office, 213-359-2234
Preparedness / ShakeOut / Drop, Cover & Hold On (Spanish language)

TSUNAMIS

Dr. Lori Dengler, Professor, Humboldt State & Cal EMA Tsunami Advisor, 707-826-3115
Tsunamis / Earthquake science / Drop, Cover, & Hold On