



Dear News Media Partner:

The annual Great California ShakeOut earthquake drill on October 17 at 10:17 a.m. will involve more than 9 million Californians, and is a fantastic opportunity to demonstrate your community leadership. **Your example** will motivate your audience to get prepared to survive and recover from California's inevitable large earthquakes!

Here is how your organization can participate:

REGISTER: Make sure your employees know how to protect themselves in a powerful earthquake (Drop, Cover, and Hold On), and that your disaster plans are current. Practice makes perfect, so register your organization to participate at ShakeOut.org/california/register and lead by example!

PREPARE: Demonstrate what you are doing to prepare, and challenge your audience to take similar steps. For a list of things you can do to prepare, visit earthquakecountry.org/sevensteps. Make sure your safety plans, supplies, and communications systems are current and known by your employees.

PROMOTE: Encourage all organizations and households to join you in registering for the ShakeOut. Place ShakeOut banner graphics (ShakeOut.org/california/resources/banners.html) on your website, and prepare public service messages that feature your preparations.

ENGAGE: Use social media to highlight your involvement and encourage others to register. Example:

We just registered for The Great @ShakeOut #earthquake drill on 10/17 at 10:17 a.m.! Join Us - register at www.shakeout.org #ShakeOut

SHARE: Create opportunities for your clients to sponsor promotions for the ShakeOut. Possibilities include co-branded PSAs, the ShakeOut "Drill Broadcast," and drill events on 10/17.

PARTICIPATE:

Radio stations – at drill time (or as close as your schedule permits) transmit a one-minute ShakeOut Drill Broadcast recording available at ShakeOut.org/california/drill/broadcast (along with the list of participating stations). Your regular listeners will be turning to you first for the drill broadcast.

All media organizations – All employees should practice "Drop, Cover, and Hold On" along with your audience. After the drill share photos, videos and stories at www.ShakeOut.org/california/share.

REPORT: Cover the ShakeOut at a major media venue or at community events. The 2013 media venue list is being updated regularly at www.ShakeOut.org/california/media). While millions will participate, millions more will learn by watching, listening to, and reading about what others do.

CONTACTS: D'Anne Ousley, (916) 325-3845 / ousleyd@CalQuake.com
Lance Webster, (213) 321-2104 / mediarelations@shakeout.org

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