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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