



**Earthquake  
Country  
Alliance**

*We're all in this together.*



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## **MEDIA ADVISORY #1: Suggestions for Participation**

**2014 Great California ShakeOut Earthquake Drill  
Set for Thursday, October 16, at 10:16 a.m.**

### **Basic event Information:**

- What:** The Great California ShakeOut Earthquake Drill
- When:** Thursday, October 16, 2014, 10:16 a.m.
- Where:** Everywhere in CA, and in 44 other states and territories plus a growing number of other nations.
- Coverage:** More than 100 broadcast stations are expected to provide coverage, including airing the statewide Drill Broadcast at 10:16 a.m.
- Who:** Registered participants have already surpassed 8.5 million, on target to reach a projected 12 million Californians.
- Why:** We live in Earthquake Country. Everyone needs to be prepared in advance in order to survive and recover.

### **Here is how media can participate:**

- Register:** Be sure your employees know how to protect themselves in a powerful earthquake (Drop, Cover, Hold On), and that your disaster plans are current. Use this opportunity to review them. Practice makes perfect, so register your organization to participate at [ShakeOut.org/California/register](http://ShakeOut.org/California/register) and lead by example.

**Prepare:** Demonstrate what you are doing to prepare, and challenge your viewers/listeners/readers throughout California to take similar steps. For a list of things you can do to prepare, visit [earthquakecountry.org/sevensteps](http://earthquakecountry.org/sevensteps). Make sure your safety plans, supplies and communications systems are current and known by your employees.

**Promote:** Encourage all your audiences to join you in registering for the ShakeOut, and, in turn, urge them to remind all family, friends and colleagues to register and participate. Place ShakeOut banner graphics ([ShakeOut.org/California/resources/banners.html](http://ShakeOut.org/California/resources/banners.html)) on your website. In the 'Resources' section of the website, there are brochures, flyers, and more. Use them. Share them. Lead by example.

**Report:** After the drill, share photos, videos and stories at [ShakeOut.org/california/share](http://ShakeOut.org/california/share).

Media organizations have vast audience reach. They also have strong audience loyalty and trust. Your participation sends a strong message about the importance of preparation and practice for the inevitable earthquake. Thank you for your continuing support and coverage of The Great California ShakeOut.

If you have questions, please call us.

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