



**FROM: Earthquake Country Alliance**  
**TO: Station Managers, Directors**  
**SUBJECT: Radio/TV Stations and ShakeOut, Options for Participation**

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The annual Great California ShakeOut earthquake drill on October 15 at 10:15 a.m. will involve more than 10 million people. ShakeOut is a fantastic opportunity to demonstrate your community leadership, while motivating your audience to get prepared for earthquakes. Here is how to get involved:

## **PARTICIPATE**

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](http://ShakeOut.org/california/register) and lead by example!

### Join the Statewide Drill Broadcast

*Radio stations:* audio recordings to play on 10/15 are available for download at [ShakeOut.org/california/drill/broadcast](http://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, so please feel out our [brief form](#) if you are planning on airing the drill broadcast.

*TV stations:* HD-quality video recordings to play on 10/15 are available for download at [ShakeOut.org/california/drill/tv/](http://ShakeOut.org/california/drill/tv/). Your regular viewers will be turning to you first for the drill broadcast, so please feel out our [brief form](#) if you are planning on airing the drill broadcast.

Transcripts for drill broadcasts are available in [English](#) or [Spanish](#).

See a list of radio and TV stations who are also broadcasting the drill: [ShakeOut.org/california/drill/broadcasters](http://ShakeOut.org/california/drill/broadcasters)

## **PROMOTE**

Encourage all organizations and households to join you in registering for the ShakeOut.

Radio PSAs featuring Mario Lopez are available [here](#).

TV PSAs you can air are available [here](#).

Place [ShakeOut banner graphics](#) on your website, and prepare public service messages that feature your preparations too.

All employees should practice “Drop, Cover, and Hold On” along with your audience. After the drill share photos, videos and stories with **#ShakeOut** on social media. You can also use the [2015 ShakeOut Social Media Guide](#).

## **REPORT**

Cover the ShakeOut at a major media venue or at community events. The 2015 media venue list is being updated regularly at [www.ShakeOut.org/california/media](http://www.ShakeOut.org/california/media)). While millions will participate, millions more will learn by watching, listening to, and reading about what others do.

## **CONTACT**

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