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Media Advisory: New Web site provides media with video and other resources to assist with advance coverage of Missouri's largest earthquake drill

Broadcast quality video, interviews and graphics are available for download on moeqmedia.com in preparation for April 28 statewide "ShakeOut" earthquake drill

Almost 400,000 Missourians are registered to participate in the "Great Central U.S. ShakeOut" earthquake drill on April 28, with more registering each day. To help media cover the largest earthquake drill Missouri has ever conducted, the **State Emergency Management Agency** has created a Web site providing important resources for media coverage: www.moeqmedia.com.

The site includes Missouri video and sound bites that can be used to create full television news stories, or be used with other elements developed locally. It also includes links to much more information on the ShakeOut, Missouri earthquake history and preparedness.

The site may be especially helpful for meteorologists, science, and education reporters who wish to report on the ShakeOut drill in advance of April 28.

During the ShakeOut, participants will "Drop, Cover and Hold On" for about 60 seconds. Experts say this is the best way to protect yourself during an earthquake, since in the U.S. the primary threat for injury or loss of life during an earthquake is falling debris and toppling objects, like bookcases and heavy electronics, not a structural collapse.

At 10:15 a.m. on April 28, Missourians and people around the central U.S. will:



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- **DROP** to the ground
- take **COVER** by getting under a sturdy desk or table
- **HOLD ON** to it until the shaking stops

ShakeOut facts:

- This is the first ShakeOut earthquake drill in the central U.S., with a total of 11 states participating.
- In Missouri, more than 275,000 students and teachers at 275 school districts and individual schools across the state are already registered to take part in the ShakeOut. More than 47,000 students and staff at Missouri colleges and universities are registered, as well as more than 19,000 employees at hospitals and medical facilities.
- While this is the first ShakeOut drill in the central U.S. with more than 1.8 million people already registered, California's ShakeOut drill grew to almost 8 million participants last October, the third year for the drill in that state.
- The site provides a highly visual demonstration of the "Drop, Cover, Hold On" technique of self-protection, allowing reporters to clearly explain what a ShakeOut drill is and explain why it is the best way to protect yourself during an earthquake.