



2015 Media Guide

Revised September 2015

The Great Central U.S. ShakeOut is a multi-state partnership to increase earthquake awareness and preparedness at all levels in the central U.S.

For more information, please visit www.shakeout.org/centralus

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Media Quick Links and Contacts

ShakeOut Website: www.shakeout.org/centralus
ShakeOut Media Center: www.shakeout.org/centralus/media/
ShakeOut Email for General Questions: shakeout@cusec.org
General Inquiries: [Brian Blake, CUSEC - \(901\) 544-3570](mailto:Brian.Blake@CUSEC)

Regional Media Contacts for the ShakeOut

Central U.S. Earthquake Consortium

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FEMA Headquarters

News Desk – Available 24/7
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(816) 283-7587

FEMA Region IV (AL, KY, MS, TN)

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US Geological Survey Public Affairs

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FEMA Region V (IA, IL, IN, OH)

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USGS Central/Eastern EQ Hazards Program

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ShakeOut State Emergency Management Media Contacts

Alabama Emergency Management Agency

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Illinois Emergency Management Agency

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Indiana Dept. of Homeland Security

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ShakeOut State Emergency Management Media Contacts (con't)

Kentucky Div. of Emergency Management

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(502) 607-1611

Louisiana Governor's Office of Homeland Security & Emergency Preparedness

Mike Steele

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(225) 925-7500

Mississippi Emergency Management Agency

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(601) 933-6652

Missouri Emergency Management Agency

Jeff Briggs

jeff.briggs@sema.dps.mo.gov

(573) 526-9232

Nebraska Emergency Management Agency

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(402) 471-7428

Ohio Emergency Management Agency

Jay Carey

jdcarey@dps.ohio.gov

(614) 799-3695

Oklahoma Emergency Management Agency

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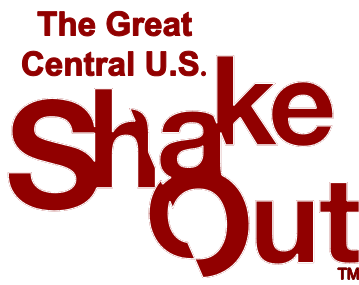
(405) 521-2481

Tennessee Emergency Management Agency

Dean Flener

dflener@tnema.org

(615) 741-0430



ShakeOut Overview

Are You Ready to ShakeOut?

In 1811-12, a series of major earthquakes struck the Mississippi River Valley along the New Madrid Seismic Zone. Recent events remind us that damaging earthquakes can happen at any time. With more than 40 million people living and working in the region today, a major earthquake would cause widespread damage and disruption.

What we do now, before a big earthquake, will determine what our lives will be like afterwards. Earthquakes are an inevitable part of our future; we must act today to ensure that disasters do not become catastrophes.

The 5th *Great Central U.S. ShakeOut* Earthquake Drill in October 2015 involved several million people through a broad-based outreach program, partnership with the media, and public advocacy by hundreds of partners. This event is being coordinated by the Central U.S. Earthquake Consortium and the states of Alabama, Arkansas, Kentucky, Illinois, Indiana, Louisiana, Mississippi, Missouri, Nebraska, Ohio, Oklahoma, and Tennessee. The ShakeOut will be centered around a simultaneous ***Drop, Cover, and Hold On*** drill that will be held at 10:15 AM (local time) on October 15, 2015. ***Drop, Cover, and Hold On*** is the easy-to-remember and recommended personal protective action to take during an earthquake.

A key aspect of the ShakeOut is the integration of earthquake research *and* the lessons learned from social science research about why people get prepared for disasters. The result is a “teachable moment” on par with having an actual earthquake (often followed by increased interest in getting ready for earthquakes). The ShakeOut creates the sense of urgency that is needed for people, organizations, and communities to get prepared, to practice what to do to be safe, and to learn what plans need to be improved. The ShakeOut inspires communities to work together towards disaster preparedness, and sets aside specific time for them to take proactive action to become better prepared.

The 2015 ShakeOut drill follows the success of previous years, where millions of people have participated in the largest earthquake preparedness event in history. Interested participants are encouraged to go to www.shakeout.org/centralus and pledge their family, school, business, or organization’s participation in the drill. Once registered, participants will receive information on how to plan their drill and create a dialogue with others about earthquake preparedness.

Everyone, everywhere, should know how to protect themselves during an earthquake...

For more information, visit www.shakeout.org/centralus or the following social networking sites:



facebook.com/centralusshakeout



[@CentUS_ShakeOut](https://twitter.com/CentUS_ShakeOut)



Channel: [CentralUSShakeOut](https://www.youtube.com/channel/UC...)

ShakeOut FAQ

What is the ShakeOut?

The Great ShakeOut Earthquake Drill is an international earthquake drill that is held annually on the third Thursday in October (10/16/2015 in 2015). During the ShakeOut, millions of people simultaneously practice the recommended action during an earthquake, **Drop, Cover, and Hold On**:

- **DROP** to the ground
- **COVER** your head and neck with both arms, and crawl under a sturdy desk or table if possible
- **HOLD ON** to your shelter until the shaking stops

Designed to increase earthquake awareness and preparedness for all people, the Great Central U.S. ShakeOut is organized and coordinated by the Central U.S. Earthquake Consortium and its Member and Associate States, the Federal Emergency Management Agency, the U.S. Geological Survey, and dozens of other partners.

When is the ShakeOut?

- Suggested Date & Time: *October 15, 2015 @ 10:15AM local time*

Why is the ShakeOut important?

Scientists estimate that there is a 25-40% probability of a damaging earthquake occurring in the central U.S. within any 50 year window of time. The ShakeOut is designed to help individuals and communities in the region get ready for damaging earthquakes, practice how to protect themselves (**Drop, Cover, and Hold On**), and to prevent disasters from becoming catastrophes.

Who is the target audience?

The ShakeOut is free, open to the general public, and all interested in disaster preparedness are encouraged to participate. This includes individuals, schools, businesses, governments, etc. The drill is a one to two minute commitment and is designed to be simple and thought provoking.

Where will the ShakeOut take place?

The ShakeOut will take place in communities throughout the States of Alabama, Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Mississippi, Missouri, Nebraska, Ohio, and Tennessee. These are the states most at risk from damaging earthquakes along the New Madrid Seismic Zone.

How do people participate in the ShakeOut?

Interested individuals, schools, communities, businesses, etc. are encouraged to visit www.shakeout.org/centralus to pledge their participation in the drill. By registering, they are added to a growing list of people throughout the region. This list is displayed on the website and available for others to see, encouraging community participation.

What resources are available?

On the website, several resources are available for participants to use

- Downloadable Drill Manuals, Scenarios, and Broadcasts
- Educational Videos & Information
- Web Banners, Flyers, Posters, etc.

Earthquake FAQ

Why do people need to do to get ready for an earthquake?

Scientists estimate that there is a 25-40% probability of a damaging earthquake occurring in the central U.S. within the next 50 years. Citizens and communities need to take preparedness steps to physically and financially survive a damaging earthquake. People should be aware of what to do before, during, and after an earthquake.

What should people do before an earthquake?

Everyone should secure items their space (home and workplace) to avoid injuries and damage, have a disaster plan, gather emergency supplies, practice what to do during an earthquake so you will be ready to react, and learn more about earthquake insurance.

What is earthquake insurance?

Earthquake insurance is an insurance policy (often called a rider) that is purchased separately from your homeowners policy. Pricing and deductibles vary by carrier. Most homeowner's insurance policies do not cover damage caused by an earthquake, but you will need to check with your insurance broker for policy specifics. Usually, only by having earthquake insurance will your insurance cover earthquake related damage.

What should people do during an earthquake?

Drop, Cover, and Hold On! It is the safest action to take during ground shaking. There are 3 steps:

- ***DROP** to the ground*
- ***COVER** your head and neck with both arms, and crawl under a sturdy desk or table if possible*
- ***HOLD ON** to your shelter until the shaking stops*

If there isn't a table or desk near you, drop to the ground and then if possible move to an inside corner of the building. Be in a crawling position to protect your vital organs and be ready to move if necessary, and cover your head and neck with your hands and arms. Do not try to run to another room just to get under a table—you are more likely to be injured if you try to move around during strong shaking.

These are general guidelines for most situations. Depending on where you are (in bed, driving, in a theater, etc.), you might take other actions. The main point is: Immediately protect yourself as best as possible where you are. Do not move to another location. Earthquakes occur without any warning and may be so violent that you cannot run or crawl; likely knocking you to the ground where you happen to be. You will never know if the initial jolt will turn out to be the start of the big one. You should **Drop, Cover, and Hold On** immediately! More information is available at www.ShakeOut.org/centralus/dropcoverholdon.

What should people do after an earthquake?

Once you and others are safe, begin your recovery process right away. If you have an earthquake insurance policy with your homeowners or renters insurance, and have suffered any property damage, contact your insurance provider for assistance and to file claims.

ShakeOut Website

www.shakeout.org/centralus

Home Other ShakeOuts Other Languages Contact Us Search Login

The Great Central U.S. ShakeOut

Register Here! Why Participate? Who is Participating? How to Participate Resources News & Events Partners & Sponsors

GET READY TO SHAKEOUT!

Millions of people worldwide will practice how to [Drop, Cover, and Hold On](#) at 10:15 a.m. on October 15th during [Great ShakeOut Earthquake Drills](#)!

You can join them today by [registering](#) for the 2015 Great Central U.S. ShakeOut. Participating is a great way for [your family or organization](#) to be prepared to survive and recover quickly from big earthquakes—wherever you live, work, or travel. ShakeOut is also a major activity of [America's PrepareAthon!](#)

[Start here](#) to be included in the 2015 ShakeOut!

* If you cannot hold your ShakeOut drill on 10/15, you can select another day when you register.

LEARN THE LATEST

[How to Participate](#)
Information for individuals, schools and many types of organizations

[Who is Participating?](#)
Lists by state & category

[ShakeOut Resources](#)
Audio and video broadcasts, manuals, posters, & much more

[ShakeOut Participant Updates](#)

[Frequently Asked Questions](#)

2.4 million participants registered 20 days 19 hours until the 2015 Central U.S. ShakeOut

PLAN YOUR DRILL

How to plan your drill & get prepared...

Select your category:

Regional Earthquake Information...

Select your state:

[Quake Scenarios for your drill](#)

[ShakeOut Spotlights](#)
(Example participant activities)

[Countdown to ShakeOut for Organizations](#) (PDF)

Recommended Earthquake Safety Actions [\(PDF\)](#) [\(RTF\)](#)

Earthquake Guide for People with Disabilities [\(PDF\)](#) [\(RTF\)](#)

[Frequently Asked Questions](#)

[ShakeOut Participant Updates](#)

CHECK THE STATS

2.4 million participants and counting!
(Over 22.9 million worldwide)

Click the map for details about each state

2014 Participants: 2.7 million
Click Map for State Total:

PLAY AND SHARE

PLAY BEAT THE QUAKE

Earthquake by the American Red Cross

Download the FREE app today!

QUAKE QUIZ

FEMA Ready American Red Cross USGS

The ShakeOut website is the central location and resource for all ShakeOut related information, supplementary drill materials and multimedia and promotional items. These components include:

ShakeOut Related Information

- General ShakeOut and state-by-state earthquake information
- Information on how to participate in the drill
- Information on who is participating in the drill, and more

Supplementary Drill Materials and Multimedia

- Drill Manuals for Schools, Businesses, Non-Profits, and Government Organizations
- Drill Broadcasts (audio and video, downloadable with sound effects)
- Earthquake Scenarios and transcripts for self-guided drills
- Educational Videos and Multimedia

Promotional Items

- Web Banners
- Customizable flyers and posters
- Proclamations, Resolutions, and letters of support

ShakeOut Media Center

The ShakeOut Media Center can be accessed at www.ShakeOut.org/centralus/media/. This page contains -

- ShakeOut Venue list
- ShakeOut Broadcasters list
- Multimedia resources
- Drill Broadcasts (audio and video, downloadable with sound effects) and more...

ShakeOut Venue List

Some states will have media events on the day of the ShakeOut drill. These events will provide media with photo, video, and interview opportunities to capture a drill before, during, and after. These events will be listed by state as the drill draws closer.

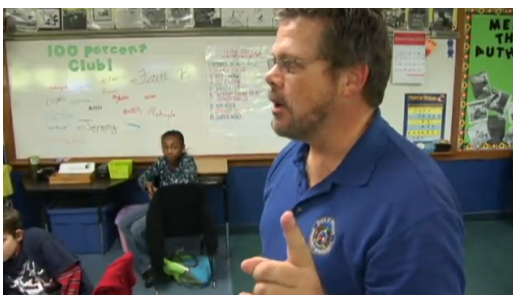
An updated venue list can be found at www.shakeout.org/centralus/news/index.html

ShakeOut Broadcasters List

All radio and television stations in participating states are urged to participate in the ShakeOut by playing one of the audio or video drill broadcasts. Stations playing the audio/video broadcasts will be listed at www.shakeout.org/centralus/drill/broadcasters.html

To add your station or media outlet to this list, email shakeout@cusec.org

Multimedia Resources



Several multimedia resources are available to link to or play on websites and television. A new video has been developed by ShakeOut organizers. This video demonstrates why **Drop, Cover, and Hold On** and the ShakeOut are important things to know and practice. This, and other videos, can be seen at www.shakeout.org/centralus/resources/videos.html

ShakeOut Drill Broadcasts

Audio and video recordings are available for download in order to play during the ShakeOut Drill. Participants will be able to hear instructions on **Drop, Cover and Hold On**, and experience the extended length of time that the shaking would last during this type of real earthquake. Some of these products include a realistic earthquake “rumble.” Media outlets are encouraged to play the broadcasts at the time of the drill. The audio and video drill broadcasts are all available for download at www.shakeout.org/centralus/drill/broadcast



Scripts for Public Service Announcements

ShakeOut PSA - 1

The Great Central U.S. ShakeOut is a day of special events featuring the largest earthquake preparedness event in history, and is organized to inspire communities to get ready for earthquakes, and to prevent disasters from becoming catastrophes. What we do now, before a big earthquake, will determine what our lives will be like afterwards. The ShakeOut Drill will occur in schools, homes, businesses, and public spaces at 10:15AM on October 15, 2015.

This event is free and open to the public. Visit ShakeOut.org/centralus to pledge to participate in this important preparedness event. You will receive valuable information on damaging earthquakes, and what actions to take before, during, and after an earthquake.

ShakeOut PSA - 2

Just over two-hundred years ago, some of the most powerful recorded earthquakes struck near New Madrid, Missouri. In 1811 the central United States was a wilderness, but today a major quake in our region would directly impact millions of people. Being prepared is the best way to survive any disaster. Learn more about earthquake preparedness by joining more than 20 million people in Great ShakeOut Earthquake Drills on October 15, 2015 at 10:15AM.

For details visit ShakeOut.org/centralus.

ShakeOut PSA - 3

In the winter of 1811 and 1812, three major earthquakes happened right here in our area! These quakes destroyed the town of New Madrid, Missouri and created Reelfoot Lake in Tennessee. In 1811 there weren't many people or buildings here - the city of Memphis didn't even exist - but today a big quake would be much more dangerous. Learn how to get prepared by joining millions in the Great Central U.S. ShakeOut on October 15, 2015 at 10:15AM.

To find out more, visit ShakeOut.org/centralus.

Scripts for Brief On-Air Mentions

ShakeOut Drill - 1

Are you prepared for the next big earthquake in (MARKET NAME)? Join individuals, schools, businesses, government agencies, and community organizations that have already registered to participate the Great ShakeOut, a worldwide earthquake drill happening on October 15, 2015 at 10:15AM.

Learn more at www.shakeout.org.

ShakeOut Drill - 2

Are you prepared for earthquakes? What we do now, before a big earthquake, will determine what our lives will be like afterwards. Register today for the Great ShakeOut Earthquake Drill at ShakeOut.org to learn more and be a part of the largest earthquake drill in this area's history, October 15, 2015 at 10:15AM.

ShakeOut Drill - 3

You only have seconds. Do you know exactly what to do the moment the ground starts shaking? To find out the correct response, join millions of people in the Great ShakeOut Earthquake Drill on October 15, 2015. Register now at ShakeOut.org to learn more and practice updated quake safety.

ShakeOut Drill - 4

After a disaster, have you ever thought, "I was lucky"? Don't leave these things to luck! One way to do this is to participate in the Great ShakeOut Earthquake Drills where you can learn what to do during an earthquake. Your current response may be outdated & dangerous. Join millions of others in the ShakeOut on October 15, 2015 by visiting ShakeOut.org.

ShakeOut Drill - 5

The ground starts shaking – it's an earthquake! What do you do? **Drop, Cover, and Hold On!** If you've never heard this before, visit ShakeOut.org to find out how and to pledge to practice this quake-safe action with millions of other people worldwide on October 15 at 10:15AM. The life you save may be your own.

Drill Broadcasts

We encourage media outlets to play the prerecorded drill broadcast on October 15, 2015 at 10:15AM local time. High quality audio and video versions of the broadcast can be downloaded at - <http://www.shakeout.org/centralus/drill/broadcast/>

If you will be playing or reading the drill broadcast, please email shakeout@cusec.org so your station or outlet may be added to the list of those participating in the drill. We will encourage citizens to check the list to see which local stations are playing the broadcast in their area.

If your media outlet would prefer for one of your on-air personalities to read the drill broadcast, please use the following script.

##BEGIN##

This is the Great SouthEast ShakeOut. You are participating in a worldwide earthquake drill with millions of other people. We're practicing now so we'll know how to protect ourselves during a real earthquake.

This is an earthquake drill. Right now, ***DROP, COVER, AND HOLD ON.***

Unless you are driving, **DROP** to the ground now: if you're standing during a large earthquake, the ground might jerk strongly and throw you down. **COVER** your head and neck with your arm as you seek shelter under something sturdy—such as a desk or table—to protect yourself from objects being hurled across the room. **HOLD ON** to it until the shaking stops. If you can't get under something, stay low and continue protect your head and neck with your arms. Try to stay calm while the ground shakes.

Now look around. What objects might fall or be thrown at you in an earthquake that you should secure in place now?

The shaking has stopped and the drill is now over. Calmly get up and remember aftershocks may occur after an earthquake.

Visit www.ShakeOut.org for simple steps to help you survive a damaging earthquake.

Thank you for taking part in the Great Central U.S. ShakeOut!

##END##

Regional and Statewide Earthquake Resources

The following are websites and resources with additional information as to why it is important for this region to participate in ShakeOut. For a list of recent earthquake activity in the central U.S.: folkworm.ceri.memphis.edu/recenteqs

Regional Earthquake Resources

America's PrepareAthon!

American Red Cross

Center for Earthquake Research & Information

Central United States Earthquake Consortium

Federal Emergency Management Agency

Ready / National Preparedness Month

US Geological Survey

community.fema.gov

redcross.org

www.ceri.memphis.edu

cusec.org

fema.gov

ready.gov

earthquake.usgs.gov

State Emergency Management Resources

Alabama Emergency Management Agency

Arkansas Dept. of Emergency Management

Illinois Emergency Management Agency

Indiana Dept. of Homeland Security

Iowa Homeland Security

Kansas Homeland Security

Kentucky Div. of Emergency Management

Louisiana Governor's Office of Homeland Security

Mississippi Emergency Management Agency

Missouri State Emergency Management Agency

Nebraska Emergency Management Agency

Ohio Emergency Management Agency

Oklahoma Emergency Management Agency

Tennessee Emergency Management Agency

ema.alabama.gov

adem.arkansas.gov

ready.illinois.gov

in.gov/dhs

homelandsecurity.iowa.gov

kansastag.gov

kyema.ky.gov

gohsep.la.gov

msema.org

sema.dps.mo.gov

nema.ne.gov

ema.ohio.gov

ok.gov/oem

tnema.org

State Earthquake Hazard & Geology Resources

Alabama Geological Survey

Arkansas Geological Survey

Illinois Geological Survey

Indiana Geological Survey

Iowa Geological Survey

Kansas Geological Survey

Kentucky Geological Survey

Louisiana Geological Survey

Mississippi Geological Survey

Missouri Dept. of Natural Resources, Geological Survey

Nebraska Geological Survey

Ohio Geological Survey

Oklahoma Geological Survey

Tennessee Geological Survey

gsa.state.al.us

geology.arkansas.gov

isgs.illinois.edu

igs.indiana.edu

www.iihr.uiowa.edu/igs

kgs.ku.edu

uky.edu/KGS

lgs.lsu.edu

deq.state.ms.us

dnr.mo.gov/geology

csd.unl.edu

geosurvey.ohiodnr.gov

okgeosurvey1.gov

tennessee.gov/environment/tdg