The Great Central U.S. ShakeOut

Annual Multi-State Earthquake Drill

Media Organizations

At 10:19 a.m. on October 19, 2017, millions of people will "Drop, Cover, and Hold On" in The Great Central U.S. ShakeOut, the region's largest earthquake drill ever! Media organizations are encouraged to participate in the drill (or plan a more extensive exercise) and to inform the public about the drill.

Major earthquakes may happen anywhere you live, work, or travel. The ShakeOut is our chance to practice how to protect ourselves, and for everyone to become prepared. The goal is to prevent a major earthquake from becoming a catastrophe for you, your organization, and your community.

Why is a "Drop, Cover, and Hold On" drill important? To respond quickly you must practice often. You may only have seconds to protect yourself in an earthquake before strong shaking knocks you down, or something falls on you.

Millions of people worldwide have participated in Great ShakeOut Earthquake Drills since 2008. The Great Central U.S. ShakeOut is now held on the third Thursday of October each year.

Everyone can participate! Individuals, families, businesses, schools, colleges, government agencies and organizations are all invited to register.

Register today at **ShakeOut.org/centralus**

HOW TO PARTICIPATE

News media organizations (radio, TV, print, online) play a crucial role in informing people about the Great Central U.S. ShakeOut. Media organizations, reporters, writers, and others are encouraged to participate in several ways:

- Have your own earthquake drill on October 19, 2017 (register at ShakeOut.org/centralus/register to be counted and get updates)
- Promote participation in the Great Central U.S. ShakeOut
- Play the Drill Broadcast (ShakeOut.org/centralus/drill/broadcast)
- Report about the Great Central U.S. ShakeOut.

Here are a few suggestions for what media organizations can do to participate in the ShakeOut. More instructions and resources can be found at ShakeOut.org/centralus/howtoparticipate.

Get Prepared for Earthquakes:
- Check your emergency supplies and equipment; make sure they are accessible and functional.
- Secure items that might fall and cause injury.
- Consider how you will protect your business assets: staff, equipment, facilities, IT systems, market share, etc.
- Provide first aid and response training for staff.

Share the ShakeOut:
- Create PSAs or news stories about the ShakeOut.
- Plan how reporters will cover the drill.
- Find posters, flyers, and other materials for promoting the ShakeOut at ShakeOut.org/centralus/resources.

As a registered ShakeOut Participant you will:

- Learn what you can do to get prepared
- Be counted in the largest earthquake drill ever
- Receive ShakeOut news and other earthquake information
- Set an example that motivates others to participate

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