This document provides ShakeOut PSA scripts, brief mentions, and guidelines for playing ShakeOut Drill broadcasts through your station.

**1. PSA** **Scripts and Brief Mentions**

for the International ShakeOut Day (every third Thursday of October; in 2017, October 19th)

These help to promote and explain ShakeOut once recorded and aired by your station’s personalities. For the millions participating in ShakeOut, this provides awareness and confirmation that they are participating in a community effort.

……………………………………………………………………

**ShakeOut PSA - 1 (60 seconds)**

If the ground began to shake strongly right now, would you know what to do to be safe? Would your family, neighbors, or co-workers? Are you prepared to survive and recover quickly?

Everyone, everywhere, should know how to protect themselves during earthquakes– at home, at work, at school, or even while traveling. *Great ShakeOut Earthquake Drills are* a once a year chance for everyone to practice “Drop, Cover, and Hold On” and learn other earthquake safety tips. This year’s drill is on October 19th at 10:19 a.m. Go to [ShakeOut.org](http://www.shakeout.org/) to join millions of people in schools, businesses, government agencies, organizations, and homes across the state by registering your family or organization to be included in the world’s largest earthquake drill. Registration is free, and most drills only take a few minutes. The website has instructions for how to plan your drill, get prepared for earthquakes, and much more. We’re all in this together, so be sure to invite everyone you know to also participate. Then “Drop, Cover, and Hold On” at 10:19 a.m. on 10/19!

**ShakeOut PSA - 2 (45 seconds)**

Everyone, everywhere, should know how to protect themselves during earthquake– at work, at school, at home, or even while traveling. Do you know what to do when the shaking starts? Have you made a kit? How will you communicate with your family after an earthquake? Learn what to do by participating in ShakeOut, the world’s largest earthquake drill! Go to ShakeOut.org to register, learn how to plan your drill, and much more. Then, on 10/19 at 10:19 a.m., join millions of people worldwide who will practice how to Drop, Cover, and Hold On!

**ShakeOut Brief Mention - 1 (30 seconds)**

Are you prepared to survive and recover when the next big earthquake hits? Join millions in schools, businesses, government, and community organizations on October 19th at 10:19 a.m. who will practice how to Drop, Cover, and Hold On. Register at ShakeOut.org and be a part of the world’s largest earthquake drill!

**ShakeOut Brief Mention - 2 (20 seconds)**

Are you prepared for earthquakes? What we do now, BEFORE a big earthquake, will determine what our lives will be like afterwards. Register TODAY in ShakeOut at ShakeOut.org, and be a part of the largest earthquake drill in history on October 19th, at 10:19 a.m.

**ShakeOut Brief Mention - 3 (20 seconds)**

The shaking starts. It’s an earthquake. What do you do? Many people sit there wondering, “Is this ‘The Big One’?” On October 19th at 10:19 a.m., join millions who will practice what you should REALLY do.... Drop, Cover, and Hold On! Find out how and register to participate at ShakeOut.org.

**ShakeOut Brief Mention - 4 (20 seconds)**

Surviving and recovering from a major earthquake is not a matter of luck. It’s a matter of being prepared and practicing how you’ll protect yourself and what you’ll do next. Join millions on October 19th at 10:19 a.m. in ShakeOut, the world’s largest earthquake drill. Register today at ShakeOut.org.

**ShakeOut Brief Mention - 5 (20 seconds)**

The ground starts shaking – it’s an earthquake! What do you do? Drop, Cover, and Hold On! But do you know how? Find out at ShakeOut.org, and while you’re there, register in ShakeOut – the largest earthquake drill in the world. Your life may depend on doing it right.

**ShakeOut Brief Mention - 6 (10 seconds)**

Be a part of ShakeOut...the world’s largest earthquake drill, on October 19th at 10:19 a.m. Register today at ShakeOut.org.

**ShakeOut Brief Mention - 7 (10 seconds)**

Are you prepared for the next big earthquake? Go to ShakeOut.org to register for ShakeOut, then practice how to “Drop, Cover, and Hold On” at 10:19 a.m. on October 19th.

**ShakeOut Drill Broadcast Guidelines**

for the International ShakeOut Day (every third Thursday of October; in 2017, October 19th)

Many ShakeOut participants will be tuning into radio and TV stations at drill time to listen to a drill broadcast recording. Therefore, all radio and TV stations are encouraged to play the pre-recorded ShakeOut earthquake drill broadcast on October 19, 2017 at 10:19 a.m. (or as close to that time as your program and commercial schedules permit). Audio and video versions of the broadcast can be downloaded at [www.ShakeOut.org/drill/broadcast](http://www.shakeout.org/drill/broadcast).

If you will be playing or reading the drill broadcast, please join the list of participating stations at [www.ShakeOut.org/broadcasters](http://www.shakeout.org/california/broadcasters) by completing a simple sign up form at [www.ShakeOut.org/broadcasters/add\_station.php](http://www.shakeout.org/broadcasters/add_station.php).

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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 **DRILL BROADCAST – ANNOUNCER COPY FOR RADIO & TV STATIONS**

This is the Great ShakeOut. You are participating in the largest earthquake safety drill in U.S. history. Practice now so you can protect yourself during a real earthquake.

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

Unless you are driving,

DROP where you are, onto your hands and knees. This position protects you from being knocked down and also allows you to stay low and crawl to shelter if nearby.

COVER your head and neck with one arm and hand

* If a sturdy table or desk is nearby, crawl underneath it for shelter
* If no shelter is nearby, crawl next to an interior wall (away from windows)
* Stay on your knees; bend over to protect vital organs

HOLD ON until shaking stops

* Under shelter: hold on to it with one hand; be ready to move with your shelter if it shifts
* No shelter: hold on to your head and neck with both arms and hands.

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

Finally, strong earthquakes may generate a tsunami. If you're near the beach during an earthquake, DROP, COVER, and HOLD ON, then walk quickly to high ground when the shaking stops.

This drill is over. Visit ShakeOut.org for simple steps to help you survive and recover from a major earthquake, including how to secure your space. Thank you for taking part in ShakeOut!