

From Loma Prieta to ShakeOut: 30 Years of Seismic Success

Great California ShakeOut Primary Media Event Bay Area
International ShakeOut Day is Thursday, 10/17! | ShakeOut.org

CONTACTS:

General Information / RSVP:
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Shake Trailer scheduling:
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WHAT:

Interactive morning of earthquake science, preparedness, and resilience demos, resources, and information for the public and media. Led by the Earthquake Country Alliance and its partners to observe International ShakeOut Day (10/17) and the 1989 M6.9 Loma Prieta earthquake anniversary (10/17). Media opportunities include resource fair with exhibits / demonstrations, live and recorded shots with Jumpstart's shake trailer (RSVP information above), ShakeOut earthquake drill (Drop, Cover, and Hold On), and press conference.

WHERE:

West side of SF Civic Center Plaza
1 Dr. Carlton B. Goodlett
San Francisco, 94102

***Parking for media vans / trucks determined with media contact. Personal cars must park in Civic Center Garage (355 McAllister St.)

WHEN:

Thursday, October 17, 2019, 6:00 AM - 11:00 AM

5:00 AM - 6:00 AM Media van / truck arrival and check-in + event setup time for resource fair exhibitors.
6:00 AM - 8:00 AM: Expert interviews with media in shake trailer and around public resource fair.
8:00 AM - 8:30 AM: Press Conference with local, state, regional, and national officials/experts.
8:30 AM - 8:31 AM: ShakeOut drill with all event participants (Drop, Cover, and Hold On!).
8:31 AM - 11:00 AM: Interviews / demos / resource fair continues.

WHO:

Led by the Earthquake Country Alliance in association with the City and County of San Francisco, along with many local, state, regional, and federal partners (U.S. Geological Survey, Federal Emergency Management Agency, California Governor's Office of Emergency Services, California Earthquake Authority, Insurance Information Institute, UC Berkeley, Red Cross, Jumpstart, and many other partners).

KEY RESOURCES:

- ShakeOut.org/media – guidance for promoting and reporting on ShakeOut, lists of ShakeOut media venues, recent releases and contacts.
- ShakeOut.org/messaging – messaging, B-Roll, still graphics, and animated GIFs to aid reporting on general preparedness and ShakeOut.

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