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

• Have your own earthquake drill on October 19, 2023 (register at ShakeOut.org/hawaii/register to be counted and get updates)
• Promote participation in the Great Hawaii ShakeOut
• Play the Drill Broadcast (ShakeOut.org/hawaii/drill/broadcast)
• Report about the Great Hawaii 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/hawaii/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/hawaii/resources.
• Share photos and stories of your drill at Shakeout.org/hawaii/share.

Millions of people worldwide have participated in Great ShakeOut Earthquake Drills since 2008. The Great Hawaii 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.

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