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

- Have your own earthquake drill on October 17, 2019 (register at ShakeOut.org/newmexico/register to be counted and get updates)
- Promote participation in the Great New Mexico ShakeOut
- Play the Drill Broadcast (ShakeOut.org/newmexico/drill/broadcast)
- Report about the Great New Mexico 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/newmexico/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/newmexico/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