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

- Have your own earthquake drill on October 20, 2022 (register at ShakeOut.org/southeast/register to be counted and get updates)
- Promote participation in the Great SouthEast ShakeOut
- Play the Drill Broadcast (ShakeOut.org/southeast/drill/broadcast)
- Report about the Great SouthEast 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/southeast/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/southeast/resources.

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

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