



Central United States Earthquake Consortium

CUSEC

a partnership to mitigate disasters and save lives....

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FOR IMMEDIATE RELEASE

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TV and Radio Stations Urged to Transmit a 1-minute “Drill Broadcast” at 10:18 a.m. on October 18, 2012 for the Great SouthEast ShakeOut

- More than 12 Million Expected to Participate Nationwide -

As part of the first ever Great SouthEast ShakeOut, all radio and television stations are invited and urged to interrupt broadcasting at (or near) 10:18 a.m. on October 20th to broadcast a one-minute simulated earthquake. The drill broadcast has sound effects and instructions on what to do to practice what to do in an actual earthquake. As an excellent opportunity for community service, stations that play the drill broadcast will help provide safety information to millions of people. The drill broadcast is available in both English and Spanish on the ShakeOut website.

Audio (and web-quality video) files: www.shakeout.org/southeast/drill/broadcast

High Resolution video files: www.shakeout.org/southeast/drill/tv/

While the best option is for you to play the recordings live and on-air, you could also host the recordings on your website and direct viewers to listen or watch them there. (To avoid bandwidth overload, *please do not* direct them to the files on the ShakeOut website on the day of the drill.)

If you decide to participate by playing the drill broadcast audio (radio stations) or video (TV stations) recording, we ask that you confirm this via email to shakeout@cusec.org. Upon doing so you will be listed with other media outlets at at <http://www.shakeout.org/centralus/drill/broadcasters.html> where ShakeOut participants will know where to tune at the time of the drill on October 18. You can also check out the ShakeOut News and Events Center at www.shakeout.org/southeast/news to find out what public and media events may be happening in your community.

In addition to the Great SouthEast ShakeOut, earthquake drills will be occurring in other parts of the nation on October 18. To date, there are more than 12 million people expected to participate in the ShakeOut, making this the largest safety drill ever held. Interested citizens, schools, communities, businesses, etc. are encouraged to visit www.shakeout.org/southeast to pledge their participation in the drill. On the website, many resources are available for participants to use to plan their drills including drill manuals, videos, audio drill broadcasts, earthquake scenarios, and more.

Remember: if you have not yet done so, please sign up your media outlet as a ShakeOut participant at www.shakeout.org/southeast. As a trusted voice of the community, your staff and news teams will be essential resources following a major earthquake, and need to practice how to be safe during one!

The Great SouthEast ShakeOut is being coordinated by the Central US Earthquake Consortium, the states of Georgia, North Carolina, South Carolina, Maryland, the Commonwealth of Virginia, the District of Columbia, the Federal Emergency Management Agency, the U.S. Geological Survey and dozens of other partners.

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