To: Broadcast Station General Managers

> For: Station Managers, News Directors, Sales Managers,
> Community Service Managers, Promotion Managers

From: The Earthquake Country Alliance

Re: Opportunities for station participation in the annual Great California ShakeOut Earthquake Drill

Dear General Manager:

Thank you for your past participation in the annual **Great California ShakeOut** earthquake drill. Broadcast station participation in ShakeOut is essential to the success of this important statewide community disaster preparation exercise. Your participation each year provides high visibility for your station's concern for the community, along with ways for your station to generate revenue.

Please discuss with your staff how your station can help maximize **awareness** of, **participation** in, and **revenue** from ShakeOut.

Basic event Information:

What:	The Great California ShakeOut Earthquake Drill
When:	Thursday, October 16, 2014, 10:16 a.m. (or as soon after as possible)
Where:	Everywhere in CA, and in 44 other states and territories plus a growing number of other nations.
Who:	Registered participants have already surpassed 8.5 million, on target to reach the projected 12 million Californians.
Why:	We live in Earthquake Country. Everyone needs to be prepared in advance in order to survive and recover.
Why You?	Broadcast stations are a critical link in promoting disaster and earthquake preparedness.

Here is how your organization can participate:

Register:	Be sure your employees know how to protect themselves in a powerful earthquake (Drop, Cover, Hold On), and that your disaster plans are current. Practice makes perfect, so register your organization to participate at ShakeOut.org/California/register and lead by example.
Prepare:	Demonstrate what you are doing to prepare, and challenge your audience to take similar steps. For a list of things you can do to prepare, visit earthquakecountry.org/sevensteps . Make sure your

safety plans, supplies and communications systems are current and known by your employees.

Promote: Encourage all organizations and households to join you in registering for the ShakeOut. Place ShakeOut banner graphics (shakeout.org/california/resources) on your website, and prepare public service messages that feature <u>your</u> preparations.

Engage: Use social media to highlight your involvement and encourage others to register. Example:

> We just registered for the Great #ShakeOut on 10/16 at 10:16 a.m. to practice Drop, Cover, and Hold On! Join us - Shakeout.org via @ShakeOut

Share: Create opportunities for your clients to sponsor promotions for the ShakeOut. Possibilities include co-branded PSA's, the ShakeOut "Drill Broadcast," and coverage of drill events on 10/16.

Participate: Radio stations – at drill time (or as close as your schedule permits) transmit a one-minute ShakeOut Drill Broadcast recording available at shakeout.org/drill/broadcast (along with the many other radio stations throughout the state.) Your regular listeners will be turning to you first for the drill broadcast.

All media organizations – All employees should practice "Drop, Cover, and Hold On" along with your audience. After the drill, share photos, videos and stories at www.ShakeOut.org/california/share.

Report: Cover the ShakeOut at a major media venue or at local community events. The 2014 media venue list is being updated regularly at www.ShakeOut.org/california/media . While millions will participate, millions more will learn by watching, listening, and reading about what others do.

Thank you for your continuing support and coverage of The Great California ShakeOut. If you have questions, or would like to arrange interviews with ShakeOut organizers, please call us.

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