



Earthquake Country **Alliance**
We're all in this together.

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MEDIA ALERT #4

ShakeOut Officials Identify Key Media Venues

- Businesses, Schools, Public Activities Spotlighted –
- Complete list at www.ShakeOut.org/venues –

With just 3 days left before the World's largest earthquake Drill, the Great California ShakeOut on **October 20th**, ShakeOut organizers throughout the state have identified venues prepared to host media with compelling visual activities and interviews.

Urgent Note to Radio/TV Stations: There is still time to register to carry the Drill Broadcast on 10/20 at 10:20 a.m. (or as close to that time as your schedule permits). It is a 1-minute drill with the sounds of a major quake, and an announcer's voice-over with drill instructions. Hear it here: www.ShakeOut.org/drill/broadcast. To date, more than 22 stations across the state have signed on to participate.

Venues range from giant stores filled with shoppers, to schools, malls, museums and more. For details on all events listed below including day, time, activities, interview subjects, contacts and more, go to www.ShakeOut.org/venues. The Web site is being updated continuously with additional venues and activities, including those scheduled before and after October 20th. Currently more than 30 events are listed. Highlights of Thursday 10/20 events include:

Southern California

Los Angeles Area: "Big Shaker" earthquake simulator and in-store Drop, Cover & Hold On drill at Northridge Target Store; Drop, Cover & Hold On drill plus search & rescue and first aid exercises at Bushnell Elementary School and Pasadena Christian School; All-day LA County Fire Department exercise demonstrating response with a large number of collapsed structures and people who are trapped.

Orange County: The Discovery Center will hold Drop, Cover & Hold On drill for employees and visitors, and distribute earthquake literature and materials. Also, Orange County will conduct an AlertOC drill, sending a message to 2 million residents, inviting community members to call the County's public information hotline from 5-7 p.m. for earthquake and preparedness tips.

San Bernardino County: Drop, Cover & Hold On drill for hundreds of school children followed by an earthquake fair at the San Bernardino County Museum in Redlands; and vendor booths and preparedness demonstrations at Hi-Desert Star in Yucca Valley.

San Diego: Drop, Cover & Hold On drill at Taft Middle School, with experts for media interviews.

Bay Area

Hayward: The “Big Shaker” earthquake simulator, plus 10:20 Drop, Cover & Hold On drill, a presentation on how to retrofit your home, and tour of Hayward City Hall earthquake base isolation system, and experts.

San Francisco: A community collaborative table-top exercise simulating a 6.8 quake for nonprofit and faith-based organizations at the San Francisco Emergency Operations Center; and a Drop, Cover & Hold On drill at the William Cobb Elementary School.

San Jose: The Tech Museum’s Earthquake Week will feature hands-on quake-related science workshops, and the Drop, Cover & Hold On drill at 10:20 a.m.

Sonoma County: An evening musical earthquake awareness event at the Village Court of the Montgomery Village Shopping Center in Santa Rosa.

San Rafael: Marin Civic Center 10:20 a.m. Drop, Cover & Hold On drill will include 1400+ employees and visitors, including the county library, county jail and Superior court.

MEDIA PARTNERS:

Radio and television outlets which will carry a live or recorded Drill Broadcast can be found at www.shakeout.org/drill/broadcasters.html If your station has not signed up to participate by airing the Drill Broadcast, you are invited to go to [Drop, Cover & Hold On drill](#) and register now.

PURPOSE:

The purpose of the annual ShakeOut is to practice how to protect yourself during earthquakes and to encouraged advance preparation for earthquakes by having a family plan, setting aside emergency supplies to last for several days and considering earthquake insurance to secure property and finances.

SPONSORS:

The Great California ShakeOut is sponsored by the Earthquake Country Alliance, which is made up of the California Emergency Management Agency (Cal EMA), the Southern California Earthquake Center (SCEC), the United States Geological Survey (USGS), the California Earthquake Authority (CEA), the American Red Cross (ARC), the Federal Emergency Management Agency (FEMA), State Farm and many others.

MORE SPECIFIC SHAKEOUT INFORMATION:

<http://www.shakeout.org/media/>

CONTACTS: For more information on specific events, go to www.ShakeOut.org/media/venues and click on each event for contacts.

Also:

- Margaret Vinci, Caltech, 626-395-3298
- Lance Webster, ECA, 213-321-2104

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