

# Media Advisory

FOR IMMEDIATE RELEASE

MEDIA CONTACT: Samantha Stanley | [samantha.stanley@berkeley.edu](mailto:samantha.stanley@berkeley.edu) | 510.804.5870



Earthquake  
Country  
Alliance



## UC Berkeley to Host 2024 ShakeOut Drill Primary Media Event for First Time

**WHAT:** 2024 Great Berkeley ShakeOut Earthquake Drill with opportunities to:

- Film live or record interviews inside The Big Shaker 7.0 earthquake simulator. To sign up for a 15 minute time slot to film in The Big Shaker contact Mark Benthien at 213.740.0323.
- Interview scientists about recent seismic activity in California and about the latest in earth quake early warning research.
- Tour the Hayward fault on campus, including the stadium seismic retrofit.
- Film the Berkeley Seismology Lab's staff practicing a live earthquake Drop, Cover, Hold On drill, initiated by the MyShake app.
- Speak with subject matter experts about Bay Area earthquake readiness and preparedness.
- Cover the UC Berkeley Preparedness Block Party.

**WHEN:** October 17, 2024 | 6 a.m. - 2 p.m.

**WHERE:** UC Berkeley, McCone Hall & Smilodon Plaza

**WHY:** UC Berkeley and the City of Berkeley are invested in earthquake safety for the campus and surrounding communities. As part of its efforts to ensure students, faculty, and staff know what to do when an earthquake happens, the UC Office of Emergency Management is partnering with the City of Berkeley and on-campus organizations to host a Drop, Cover, Hold On drill at McCone Hall, followed by a community Preparedness Block Party.

**UP TO DATE EVENT INFORMATION FOR MEDIA IS AVAILABLE AT**

**[bit.ly/bslmedia24](https://bit.ly/bslmedia24)**

# Media Advisory

FOR IMMEDIATE RELEASE

MEDIA CONTACT: Samantha Stanley | [samantha.stanley@berkeley.edu](mailto:samantha.stanley@berkeley.edu) | 510.804.5870

## SCHEDULE:

6:00-8:00 a.m.	Filming in The Big Shaker & Subject Matter Expert Interviews
8:00-8:30 a.m.	Press Conference & Moment of Silence*
8:30-10:00 a.m.	Filming in The Big Shaker & Subject Matter Expert Interviews
10:00-10:30 a.m.	MyShake Drop, Cover, Hold On Drill at 10:17 a.m.
12:00-1:00 p.m.	Hayward Fault & Cal Stadium Retrofit Tours
11:00 a.m.-2:00 p.m.	Preparedness Block Party

\*The Loma Prieta 6.9 earthquake struck at 5:04 p.m. October 17, 1989. UC Berkeley and event attendees will acknowledge those who experienced the earthquake, suffered loss including life and loved ones, and continue to be impacted by the event to this day.

## PRESS CONFERENCE SPEAKERS:

- Jason Ferguson – *Director of Emergency Management, UC Berkeley*
- Dante Randazzo – *FEMA Federal Preparedness Coordinator*
- Lori Nezhura – *Deputy Director of Planning, Preparedness, and Prevention, California Governor's Office of Emergency Services*
- Mark Grissom – *Program Manager, California Earthquake Authority*
- Mark Benthien – *Global ShakeOut Coordinator & Executive Director, Earthquake Country Alliance*
- Richard Allen, PhD – *Seismologist and Director of the UC Berkeley Seismology Lab & Class of 1954 Endowed Professor, Department of Earth and Planetary Science*

## SUBJECT MATTER EXPERTS AVAILABLE FOR INTERVIEWS:

- Richard Allen, PhD – *Seismologist and Director of the UC Berkeley Seismology Lab & Class of 1954 Endowed Professor, Department of Earth and Planetary Science*
- Angie Lux, PhD – *Seismologist & Earthquake Early Warning Researcher, UC Berkeley Seismology Lab*
- José Lara – *Regional Coordinator for the Seismic Safety Program, California Governor's Office of Emergency Services (**habla español**)*

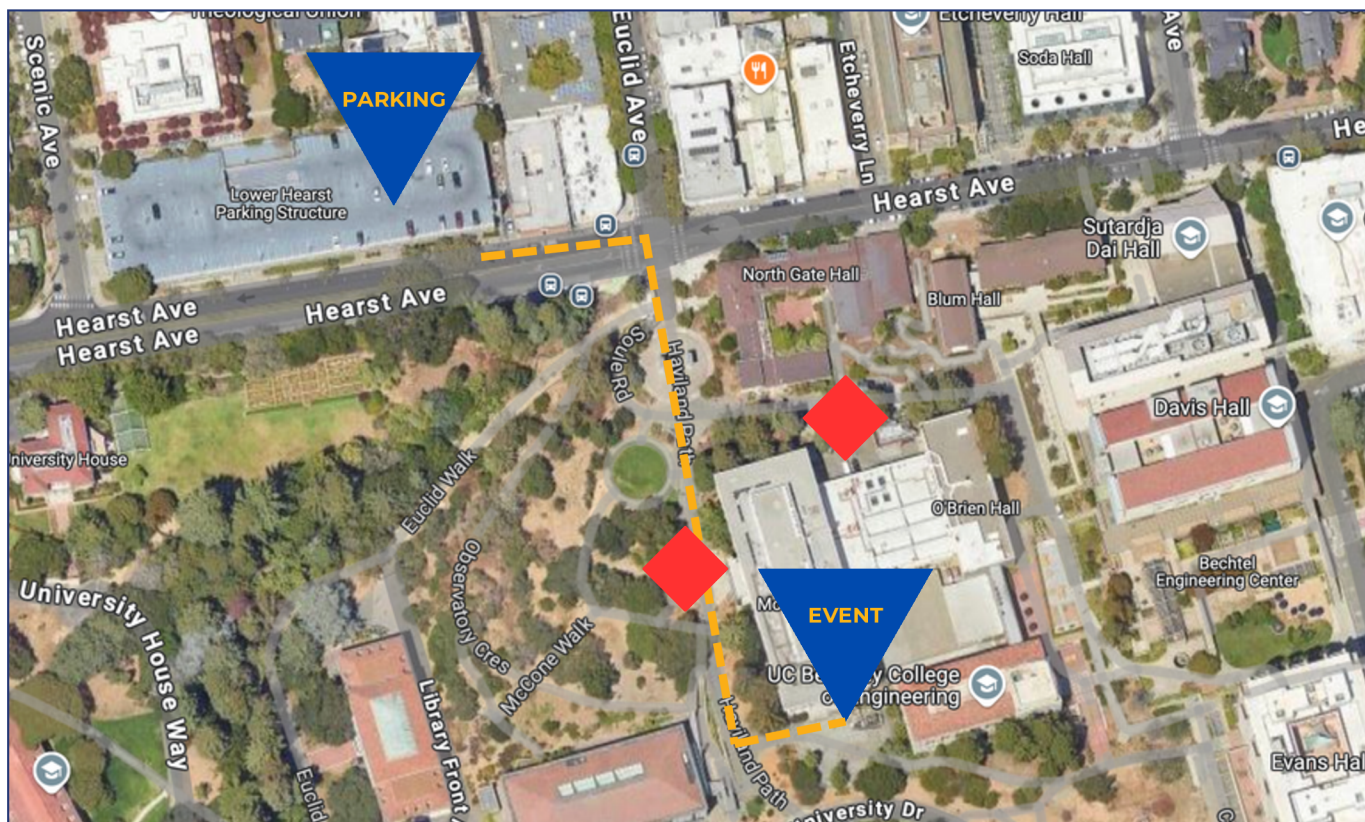
[Additional bio information for speakers and subject matter experts is available at \*\*bit.ly/bslmedia24\*\*.](https://bit.ly/bslmedia24)

# Media Advisory

FOR IMMEDIATE RELEASE

MEDIA CONTACT: Samantha Stanley | [samantha.stanley@berkeley.edu](mailto:samantha.stanley@berkeley.edu) | 510.804.5870

**PARKING:** A limited number of reserved event parking spaces are available at the Lower Hearst Parking Structure, located at 2451 Hearst Ave, Berkeley, CA 94709, one to two minute walk from the event. Paid street parking is also available for periods of 2 and 4 hours. If you decide to street park please read signage carefully, as parking is highly enforced in this area. [Click here for information on how to pay for parking at other locations on campus and via phone.](#) Temporary parking for loading and unloading is available. **If media van / truck parking near the event site is needed, please reach out as soon as possible to Samantha Stanley at [samantha.stanley@berkeley.edu](mailto:samantha.stanley@berkeley.edu).**



--- Walk from Lower Hearst Parking Structure to event space

◆ Temporary parking for loading / unloading



# Media Advisory

FOR IMMEDIATE RELEASE

MEDIA CONTACT: Samantha Stanley | [samantha.stanley@berkeley.edu](mailto:samantha.stanley@berkeley.edu) | 510.804.5870

## **About The Great ShakeOut**

Each year, Great ShakeOut Earthquake Drills involve millions of participants worldwide through broad-based outreach programs, media partnerships, and public advocacy by hundreds of partners. The drill is held annually on the third Thursday of October. This year, International ShakeOut Day will be on October 17. However, people and organizations can hold their drills on any other day of the year. Most participants will practice the “Drop, Cover, and Hold On” self-protection guidance, or adapt for their own situations (such as “Lock, Cover, and Hold On” for people who use mobility devices with wheels). Many organizations also practice other aspects of their emergency plans. Learn more and register to participate at [www.ShakeOut.org](http://www.ShakeOut.org).

## **About the Berkeley Seismology Lab**

The Berkeley Seismological Laboratory (BSL) conducts essential research on earthquakes and solid earth processes with the goal of providing robust earthquake information and education to students and to the public. The Berkeley Seismology Lab created and manages the MyShake earthquake early warning app. It is also part of the partnerships that manage the seismic stations and algorithms that monitor ground motion for research, earthquake monitoring, and earthquake early warning.

For more information about the Berkeley Seismology Lab and its work, visit [seismo.berkeley.edu](http://seismo.berkeley.edu).

## **About the Earthquake Country Alliance**

Earthquake Country Alliance (ECA) is a public-private-grassroots partnership of people and organizations that work together to improve earthquake and tsunami preparedness, mitigation and resiliency. ECA’s regional alliances, sector-based committees, and outreach bureaus develop resources and organize activities to help everyone who lives, works, or travels in earthquake country be prepared to survive and recover quickly. ECA created the Great ShakeOut in 2008 and provides earthquake guidance in many languages, including the Seven Steps to Earthquake Safety, at [www.EarthquakeCountry.org](http://www.EarthquakeCountry.org).

###