



MEDIA ADVISORY



Caltech



American Red Cross



SOUTHERN CALIFORNIA
EDISON®



California
Department of Conservation
California Geological Survey



Disability Disaster
Access & Resources



Cal OES
GOVERNOR'S OFFICE
OF EMERGENCY SERVICES



FEMA

USGS
science for a changing world

CEA

CALIFORNIA
EARTHQUAKE
AUTHORITY™

2024 Southern California Primary ShakeOut Media Event with Big Shaker Earthquake Simulator

WHAT: The Great California ShakeOut is part of a global network of earthquake drills that encourage millions of people worldwide to practice earthquake safety at home, work, school, or wherever they are. More than 10 million Californians are registered at ShakeOut.org to participate on October 17 at 10:17am, by practicing earthquake safety ("Drop, Cover and Hold On" or other guidance at EarthquakeCountry.org/step5).

Available Media Visuals/Interview

- Ready America Big Shaker Earthquake Simulator
- Southern California Edison Laydown Yard response equipment
- Subject matter experts- a variety of earthquake resiliency topics (Spanish/english)
- Earthquake Early Warning Powered by ShakeAlert
- Seven Steps to Earthquake Safety demonstration
- Drop, Cover, Hold On drill

When: Thursday, October 17, 2024; 4:00 AM - 12:00 PM

Where: 6000 N. Irwindale Ave., Irwindale, CA 91702

Spacious parking available for media trucks with convenient access to all ShakeOut activities, including the drill and press conferences staging areas. Parking attendants will guide all vehicles to parking during the event.

Media Contacts:

Mimi Teller, American Red Cross Communications, mimi.teller2@redcross.org; 310-850-0150

Margaret Vinci, Caltech, Earthquake Country Alliance, vinci@caltech.edu; 626-840-3005

Vanessa Nava, SCEC/USC, Earthquake Country Alliance, navav@usc.edu; 213-821-9549

*Although not a public event, feel free to send your media staff to learn about earthquake resiliency and preparedness.

**To reserve your spot (4 a.m.-11 a.m.) in the Big Shaker,
RSVP with Vanessa Nava, SCEC/USC, navav@usc.edu; 213-821-9549**

**Please visit ShakeOut.org for more information
For official talking points visit: <https://www.shakeout.org/messaging/>**



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Press Conference

- **Margaret Vinci** (Caltech) Earthquake Country Alliance SoCal Region Co-Chair
- **Melanie Jocelyn** (Southern California Edison) Director of Business Resiliency
- **Sherri Sarro** (CalOES) Assistant Director of Response South
- **Janiele Maffei** (California Earthquake Authority) Chief Mitigation Officer
- **Wendy Bohon** (California Geological Survey) Branch Chief, Seismic Hazards & Earthquake Engineering
- **Joanne Nowlin** (American Red Cross) Regional CEO, LA Region

ShakeOut Media Drill Experts List

Available experts for interview prior to and after the press conference & drill

Great ShakeOut Earthquake Country Alliance	Pauline Louie, Margaret Vinci, Lance Webster, John Hammett Vanessa Nava (Spanish), Gabriela Noriega (Spanish)
Southern California Edison	Melanie Jocelyn, Director Business Resiliency Brady Thomas, Lay Down Yard Michael Ramirez, Exercise Advisor, Business Resiliency
California Office Emergency Services	Sherri Sarro, Asst. Dir. of Response South Yvette LaDuke, Earthquake & Tsunami Program
California Earthquake Authority	Janielle Maffei, Chief Mitigation Officer
California Geological Survey	Brian Olson, Sr. Engineering Geologist, Seismic Hazards Wendy Bohon, Branch Chief, Seismic Hazards & Seismic Engineering
Red Cross	Mimi Teller, Information Officer Joanne Nowlin, Regional CEO, LA Region Diane Pineda, Executive Director, Pomona/San Gabriel Valley
Caltech	Margaret Vinci, Earthquake Programs/ShakeAlert Earthquake Early Warning
Disability Disaster Access & Resources	Kristy Madden Michael Martinez, Coordinator
ReadyAmerica	Trevyn Reese



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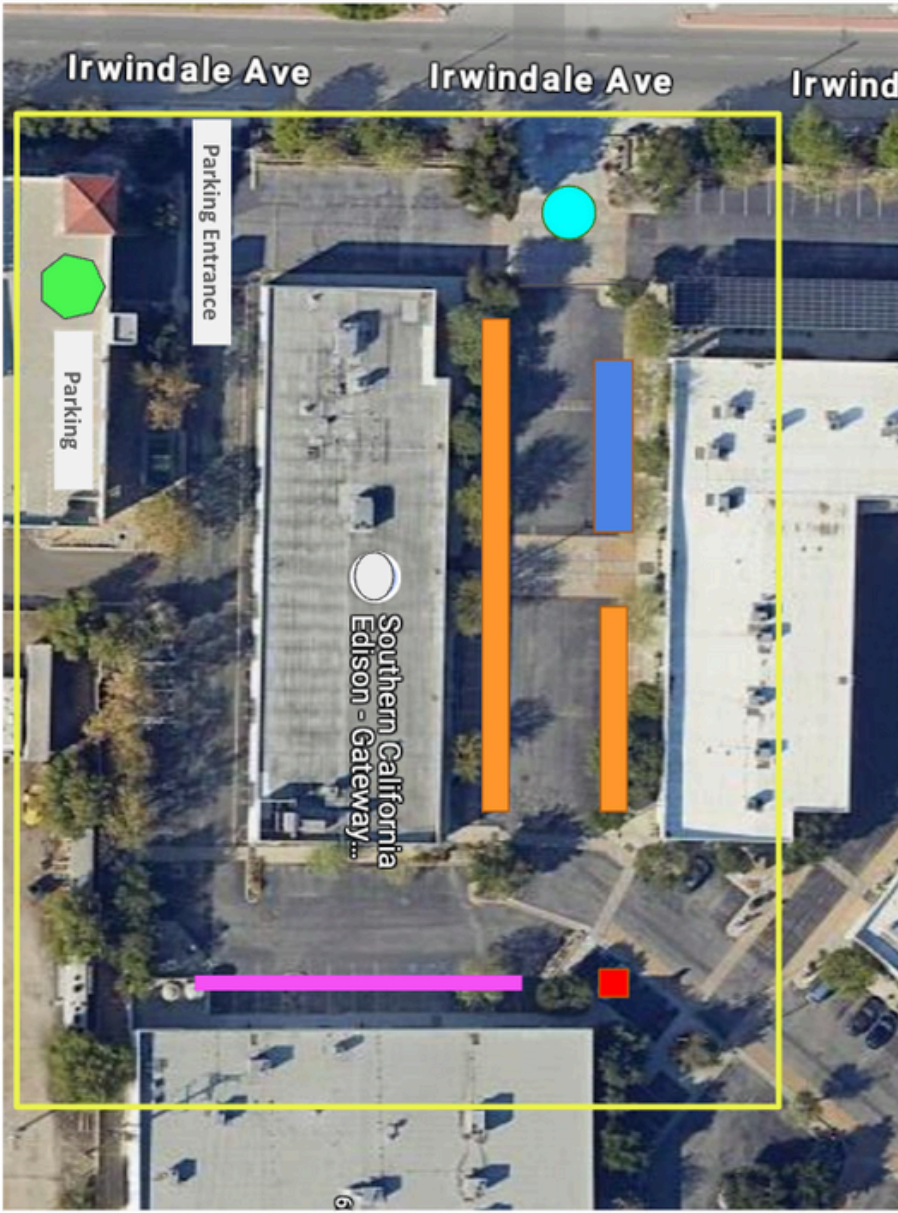
ShakeOut Program

Timeline:

- 3:00 am: Set up begins (including Big Shaker, partner tables)
- 3:30 am: Media arrival begins
- 4:00 am - 11:00 am: Subject Matter Expert Interviews
 - Local TV and radio can start interviews with available subject matter experts and/or Ready America (in their Big Shaker) as early as 4:00 am.
 - This is also an opportunity for reporters to learn and share more about SoCal earthquakes and preparedness.
- 8:00-8:30 am: Press Conference;
 - Speakers will highlight the drill happening at SCE, the importance of ShakeOut Drills, announcements of other initiatives, and instructions for tours that follow.
- 9:00 am: Walking tour of SCE's laydown yard to see equipment and resources staged for SCE's power restoration exercise
- 10:10 am: Media invited to SCE media center overlooking their Emergency Operations Center, to observe the main Drop, Cover, Hold On exercise

Please visit [ShakeOut.org](https://www.shakeout.org) for more information


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2024 ShakeOut Drill Primary Media Event

October 17, 2024

Southern California Edison
6000 Irwindale Ave., Irwindale, CA, 91702

-  Main event area
-  ReadyAmerica Shaker Truck
-  Press Conference
-  Exhibitors
-  Loading zone
-  Exhibitor parking
-  Media parking

Join Us In the World's Largest Earthquake Drill.
October 17, 2024 Register now at ShakeOut.org

