



# The Great Central U.S. ShakeOut

Multi-State Earthquake Drill

## Media Organizations Get Ready to ShakeOut!

**At 10:15 a.m. on February 7, 2013**, millions will “Drop, Cover, and Hold On” in The Great Central U.S. ShakeOut, the largest earthquake drill ever! Media organizations are encouraged to participate in the drill (or plan a more extensive exercise) and to inform the public about the drill.

More than 1 million people in communities throughout the states of Alabama, Arkansas, Illinois, Indiana, Kentucky, Mississippi, Missouri, and Tennessee will participate in this event. People and organizations in other states are also encouraged to participate.

Major earthquakes may happen anywhere you work, live, or travel in the Central U.S. The ShakeOut is our chance to practice how to protect ourselves, and for everyone to become prepared. The goal is to prevent disasters from becoming catastrophes.



Why is a “Drop, Cover, and Hold On” drill important? As with anything, to act quickly you must practice often. You may only have seconds to protect

yourself in an earthquake before strong shaking knocks you down, or something falls on you.

**Everyone can participate!** Individuals, families, businesses, schools, colleges, government agencies and organizations are all invited to register.

Register today at [ShakeOut.org/centralus](http://ShakeOut.org/centralus)

### HOW TO PARTICIPATE

News media organizations (radio, TV, print, online) play a crucial role in informing people about the Great Central US ShakeOut. Media organizations, reporters, writers, and others are encouraged to participate in several ways:

- Have your own earthquake drill on February 7, 2013 (register at [ShakeOut.org/centralus/register](http://ShakeOut.org/centralus/register) to be counted and get updates)
- Promote participation in the Great Central US ShakeOut
- Play the Drill Broadcast ([ShakeOut.org/centralus/broadcast](http://ShakeOut.org/centralus/broadcast))
- Report about the Great Central US ShakeOut.

Here are a few suggestions for what media organizations can do to participate in the ShakeOut. More instructions and resources can be found at [ShakeOut.org/centralus/media](http://ShakeOut.org/centralus/media).

#### Get Prepared for Earthquakes:

- Check your emergency supplies and equipment; make sure they are accessible and functional.
- Secure items that might fall and cause injury.
- Consider how you will protect your business assets: staff, equipment, facilities, IT systems, reputation, market share, etc.
- Provide first aid and response training for staff.

#### Share the ShakeOut:

- Create PSAs or news stories about the ShakeOut.
- Plan how reporters will cover the drill.
- Posters, flyers, and other materials for promoting the ShakeOut are at [ShakeOut.org/centralus/resources](http://ShakeOut.org/centralus/resources).



### As a registered ShakeOut participant you will:

- Learn what you can do to get prepared
- Be counted in the largest earthquake drill ever!
- Receive ShakeOut news and other earthquake information
- Set an example that motivates others to participate



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