



Central United States Earthquake Consortium

# CUSEC

*a partnership to mitigate disasters and save lives....*

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**FOR IMMEDIATE RELEASE**

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## **TV and Radio Stations: Please participate in the first ever Great SouthEast ShakeOut**

The first ever Great SouthEast ShakeOut earthquake drill will be held on October 18, 2012. Individuals and communities throughout Georgia, South Carolina, North Carolina, Virginia, Maryland, and the District of Columbia will participate in the event, which will be part of the largest safety drill ever held. In all, more than 10.5 million people are expected to participate in ShakeOut drills around the nation on October 18.

As a media outlet, you are a trusted source of information, and you can help prepare citizens in your coverage area for earthquakes by broadcasting a 60 second drill broadcast recording while ShakeOut participants practice how to “**Drop, Cover, and Hold On**”. This is the recommended safety action to take during an earthquake, and is designed to protect an individual’s head and neck from falling debris. Here are several ways in which you can help make the ShakeOut event a success:

- 1) Sign up your media location to participate in the ShakeOut
  - a. Go to [www.shakeout.org/southeast/register](http://www.shakeout.org/southeast/register) and sign up as a participant
  - b. Distribute earthquake safety information to your staff
  - c. Plan your drill by going to [www.shakeout.org/howtoparticipate](http://www.shakeout.org/howtoparticipate)
  
- 2) Encourage your viewers/listeners to participate in the drill ahead of time
  - a. Direct them to [www.shakeout.org](http://www.shakeout.org) to sign up to participate
  - b. Place a web banner on your website ([www.shakeout.org/southeast/resources](http://www.shakeout.org/southeast/resources))
  - c. Have your news department make brief on-air mentions about the ShakeOut (scripts available in the Media Guide - [www.shakeout.org/southeast/news](http://www.shakeout.org/southeast/news))
  
- 3) Play the audio or video drill broadcast on October 18, 2012 at 10:18a.m. EDT
  - a. Download broadcast files at <http://www.shakeout.org/southeast/drill/broadcast>
  - b. Fill out the “ShakeOut Drill Broadcasters” form at [shakeout.org/southeast/broadcasters](http://shakeout.org/southeast/broadcasters) to be listed with other media outlets who will broadcast audio/video on October 18
  - c. Play the broadcasts live, on-air, or direct your audience to your website to download them
  
- 4) Go to the ShakeOut News and Events page at [www.shakeout.org/southeast/news](http://www.shakeout.org/southeast/news) to view -
  - a. Media Guide with background information, scripts, etc.
  - b. ShakeOut related Press Releases and news articles
  - c. ShakeOut Day Media Events (usually open for filming, interviews, etc.)

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*The Great SouthEast ShakeOut is being coordinated by the Central US Earthquake Consortium, the states of Georgia, North Carolina, South Carolina, Maryland, the Commonwealth of Virginia, the District of Columbia, the Federal Emergency Management Agency, the U.S. Geological Survey and dozens of other partners.*

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