



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 transmit a “Drill Broadcast” for the Great Central U.S. ShakeOut on February 07, 2012 at 10:15 a.m. CST.

(NOTE: If you will broadcast the audio (radio stations) or video (TV stations) recording, confirm via email to shakeout@cusec.org and you will be listed at <http://www.shakeout.org/centralus/drill/broadcasters.html> so that participants will know where to tune at the time of the drill.)

February 7, 2012 is the 200th anniversary of the last of the 1811-12 New Madrid Seismic Zone earthquakes, which were a series of at least three M7-8.0 earthquakes that struck the region in the winter of 1811-12. 200 years ago, the region was sparsely populated and there was very little infrastructure. Centered in northeastern Arkansas and the Bootheel of Missouri, the earthquakes of 1811-12 destroyed the town of New Madrid, Missouri, created Reelfoot Lake in northwest Tennessee, and were felt as far away as Washington, D.C. Were they to happen today, earthquakes of the same magnitude would cause widespread damage and disruption to the nation’s population, economy, and built environment.

You can help prepare citizens in your coverage area for earthquakes by broadcasting a 60 second recording while nearly two-million people practice “**Drop, Cover, and Hold On**” during the second annual *Great Central U.S. ShakeOut*. The ShakeOut is the largest earthquake drill in central U.S. history, and will be held on February 7, 2012 at 10:15a.m. CST.

The audio (and web-quality video) files are here: <http://www.shakeout.org/centralus/drill/broadcast>

Higher-resolution video files are available here: <http://www.shakeout.org/centralus/drill/tv>

While the best option is for you to play the recordings live and on-air, you could also host the recordings on your website and direct viewers to listen or watch them there. (To avoid bandwidth overload, Please do not direct them to the files on the ShakeOut website on the day of the drill.)

Check out the ShakeOut Media Center page to find out what public and media events may be happening in your community: www.shakeout.org/centralus/media.

ALSO, please sign up your media outlet as a ShakeOut participant at
www.shakeout.org/centralus

The Great Central U.S. ShakeOut is being coordinated by the Central US Earthquake Consortium and its Member and Associate States, the Federal Emergency Management Agency, the U.S. Geological Survey and dozens of other partners.

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