The Great SouthEast ShakeOut is a multi-state partnership to increase earthquake awareness and preparedness in Delaware, the District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia.

For more information, please visit www.shakeout.org/southeast
# TABLE OF CONTENTS

1. **Links and Contacts** .................................................. Page 2

2. **ShakeOut Overview**  
   Overview of the background and purpose of the ShakeOut ........................................ Page 4

3. **ShakeOut FAQ**  
   Basic information about the ShakeOut ........................................................................ Page 5

4. **Earthquake FAQ**  
   Details on how people can prepare before, during, and after earthquakes, including an explanation about *Drop, Cover, and Hold On*, and more ......................................................... Page 6

5. **ShakeOut Website**  
   Summary of available resources and information .......................................................... Page 7

6. **ShakeOut Media Center**  
   Overview of items available for the media to use to participate in the drill .................... Page 8

7. **Sample Scripts for Public Service Announcements** ............................................ Page 9
   Three sample Public Service Announcement scripts for your media outlet to use to spread the word about the ShakeOut

8. **Sample Scripts for Brief On-Air Mentions** ....................................................... Page 10
   Five sample scripts for brief on-air mentions for your media outlet to use to spread the word about the ShakeOut

9. **Drill Broadcasts**  
   Information if your media outlet would like to play a drill broadcast on the date and time of the drill ................................................................. Page 11

10. **Earthquake Safety Information** .......................................................... Page 12
    Detailed information on what to do during an earthquake

11. **Regional and Statewide Earthquake Resources** ........................................... Page 14
    List of earthquake information, disaster safety, and state resources and websites
**LINKS AND CONTACTS**

ShakeOut Website:  
ShakeOut Media Center:  
ShakeOut Email for General Questions:  
General Media Inquiries:

www.shakeout.org/southeast  
www.shakeout.org/southeast/news/  
shakeout@cusec.org  
Brian Blake, CUSEC (901) 544-3570

**Regional ShakeOut Media Contacts**

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FEMA Region IV (FL, GA, NC, & SC)  
Mary Hudak  
mary.hudak@fema.dhs.gov  
(770) 220-5226

FEMA Headquarters  
HQ News Desk  
FEEMA-News-Desk@dhs.gov  
(202) 646-3272

US Geological Survey Public Affairs  
Drew LaPointe  
drewlapointe@usgs.gov  
(703) 648-4180

FEMA Region III (DC, DE, MD, VA, WV)  
Will Powell  
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US Geological Survey Central/Eastern  
EQ Program  
Rob Williams  
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**ShakeOut State Emergency Management Media Contacts**

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edward.lee@state.de.us  
(302) 659-3362

District of Columbia Homeland Security and Emergency Management Agency  
Robyn Johnson  
robyn.johnson@dc.gov  
(202) 727-6161

Florida Division of Emergency Management  
Alberto Moscoso  
Alberto.Moscoso@em.myflorida.com  
(850) 921-0217

Georgia Emergency Management Agency  
Public Affairs Office  
(404) 635-7000

Maryland Emergency Management Agency  
Chas Eby  
Chas.eby@maryland.gov  
(877) 636-2872
ShakeOut State Emergency Management Media Contacts (cont.)

North Carolina Emergency Management
Julia Jarema
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(919) 825-2500

South Carolina Emergency Management Division
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(803) 737-8500

Virginia Department of Emergency Management
Jeff Caldwell
Jeff.Caldwell@vdem.virginia.gov
(804) 897-6500

West Virginia Division of Homeland Security and Emergency Management
Paul Howard
paul.s.howard@wv.gov
(304) 558-5380
SHAKEOUT OVERVIEW

Following FEMA’s “National Preparedness Month” in September, individuals and communities throughout eight states and the District of Columbia will participate in the fifth annual Great SouthEast ShakeOut Earthquake Drill.

Held annually on the third Thursday of October, the ShakeOut International Day of Action is set for Thursday, October 19, 2017 at 10:19 a.m. During the self-led drill, participants practice how to “Drop, Cover, and Hold On”. Endorsed by emergency officials and first responders, the safe response to an earthquake is to:

- **DROP** to the ground
- **COVER** your head and neck with both arms, and crawl under a sturdy desk or table if possible
- **HOLD ON** to your shelter until the shaking stops

The recent M7.1 earthquake that struck near Mexico City serves as a reminder that large, damaging earthquakes can occur with little to no warning. Citizens in the southeast and mid-Atlantic states are not immune to earthquake activity—the August 2011 M5.8 earthquake in Virginia was felt by an estimated 100 million people and repairs are ongoing in several eastern states and Washington, D.C.

While damaging earthquakes here may less frequent than in other areas, they can occur at any time wherever we work, live, or travel within the region and beyond.

*Everyone, everywhere should know how to protect themselves from earthquakes...*

ShakeOut Earthquake Drills are free and open-to-the-public, and participants include individuals, schools, businesses, local and state government agencies, and many other groups. Individuals and organizations are asked to join the drill by registering to participate www.shakeout.org. Once registered, participants receive regular information on how to plan their drill and become better prepared for earthquakes.

More than 50 million people around the globe are expected to participate; and in addition to safety drills, many will take extra steps to become better prepared for earthquakes or other disasters.

The Great SouthEast U.S. ShakeOut is coordinated by the Central U.S. Earthquake Consortium, Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, the Commonwealth of Virginia, the District of Columbia, the Federal Emergency Management Agency, the U.S. Geological Survey, and dozens of other partners. For more, visit www.shakeout.org/southeast or view ShakeOut social media at:

facebook.com/SouthEastShakeOut  @SE_ShakeOut
**SHAKEOUT FAQ**

**What is the ShakeOut?**
The Great SouthEast ShakeOut is a free, easy-to-do, international earthquake drill that is held annually on the third Thursday in October (10/19/2017 in 2017). During the drill, more participants simultaneously practice the recommended action to take during an earthquake, *Drop, Cover, and Hold On*:

- **DROP** where you are, onto your hands and knees
- **COVER** your head and neck with one arm and hand, and crawl under a sturdy desk or table if possible
- **HOLD ON** to your shelter until the shaking stops

ShakeOut is based upon an award-winning model, and originated in California. Since the first ShakeOut drill held there in 2008, the program has expanded to 51 states and territories, in the U.S., as well as British Columbia, New Zealand, and Japan and several other countries. In 2017, more than 50 million people are expected to participate in ShakeOut drills worldwide.

**When is the ShakeOut?**
Suggested Date & Time: October 19, 2017 @ 10:19AM local time

**Why is the ShakeOut important?**
The August 23, 2011 M5.8 earthquake that struck Virginia and the entire eastern seaboard of the United States demonstrated that damaging earthquakes can happen at any time. The ShakeOut is designed to help individuals and communities in the region get ready for damaging earthquakes, practice how to protect themselves (*Drop, Cover, and Hold On*), and to prevent disasters from becoming catastrophes.

**Who is the target audience?**
The ShakeOut is free, open to the general public, and anyone interested in disaster preparedness is encouraged to participate. Individuals, schools, businesses, governments, and communities across the region will participate in the drill.

**Where will the ShakeOut take place?**
The Great SouthEast ShakeOut is taking place in the District of Columbia, the states of Delaware, Georgia, Maryland, North Carolina, South Carolina, West Virginia, and the Commonwealth of Virginia. Worldwide more than 50 million people participate in ShakeOut drills each year, making it the largest safety drill in the world.

**How do people participate in the ShakeOut?**
Interested individuals, schools, communities, businesses, etc. are encouraged to visit [www.shakeout.org/southeast](http://www.shakeout.org/southeast) to pledge to participate in the drill. Once registered, participants will receive resources and information designed to help them plan their drill.

**What resources are available?**
On the website, several resources are available for participants to use:

- Downloadable Drill Manuals, Scenarios, and Drill Broadcasts
- Educational Videos & Information
- Web Banners, Flyers, Posters, etc.
**EARTHQUAKE FAQ**

**Why do people need to do to get ready for an earthquake?**
In addition to international and domestic earthquakes over the past several years, the August 23, 2011 M5.8 earthquake that struck the east coast was a reminder damaging earthquakes can happen at any time, and that a large number of individuals and organizations had no knowledge of what to do should an earthquake occur. Everyone, everywhere should know how to protect themselves before, during, and after an earthquake.

**What should people do before an earthquake?**
Everyone should secure items their space (home and workplace) to avoid earthquake related injuries and damage, have a disaster plan, gather emergency supplies, and practice what to do during an earthquake so you will be ready to react. Homeowners and building owners should also learn more about earthquake insurance, to find out if it makes sense for their financial situation.

**What is earthquake insurance?**
Earthquake insurance is an insurance policy (often called a rider) that is purchased separately from your homeowners policy. Pricing and deductibles vary by carrier. Most homeowner’s insurance policies do not cover damage caused by an earthquake, but you will need to check with your insurance broker for policy specifics. Usually, only by having earthquake insurance will your insurance cover earthquake related damage.

**What should people do during an earthquake?**
*Drop, Cover, and Hold On!* It is the safest action to take during ground shaking. There are 3 steps:

- **DROP** where you are, onto your hands and knees
- **COVER** your head and neck with one arm and hand, and crawl under a sturdy desk or table if possible
- **HOLD ON** to your shelter until the shaking stops

If there isn’t a table or desk near you, drop to the ground and then if possible move to an inside corner of the building. Be in a crawling position to protect your vital organs and be ready to move if necessary, and cover your head and neck with your hands and arms. Do not try to run to another room just to get under a table—you are more likely to be injured if you try to move around during strong shaking.

These are general guidelines for most situations. Depending on where you are (in bed, driving, in a theater, etc.), you might take other actions. The main point is: Immediately protect yourself as best as possible where you are. Do not move to another location. Earthquakes occur without any warning and may be so violent that you cannot run or crawl and may likely knock you to the ground where you happen to be. You will never know if the initial jolt will turn out to be the start of “the big one”. You should **Drop, Cover, and Hold On** immediately!

More information is available at www.ShakeOut.org/southeast/dropcoverholdon.

**What should people do after an earthquake?**
Once you and others are safe, begin your recovery process right away. If you have an earthquake insurance policy with your homeowners or renters insurance, and have suffered any property damage, contact your insurance provider for assistance and to file claims.
The ShakeOut website is the central location and resource for all ShakeOut related information, supplementary drill materials and resources, and ShakeOut news and media information. These components include:

**ShakeOut Related Information**
- General ShakeOut and state-by-state earthquake information
- Information on how to participate in the drill
- Information on who is participating in the drill, and more

**Supplementary Drill Materials and Resources**
- Drill Manuals for Schools, Businesses, Non-Profits, and Government Organizations
- Drill Broadcasts (audio and video, downloadable with sound effects)
- Earthquake Scenarios and transcripts for self-guided drills
- Web banners, promotional flyers and posters, and more

**ShakeOut News and Media Information**
- Latest ShakeOut related News Links and Events Calendar
- Media Center and Press Room
- ShakeOut venue and Official Partners lists, and more
The ShakeOut Media Center can be accessed at www.ShakeOut.org/southeast/news. This page contains -

- Press Releases
- ShakeOut Venue list
- ShakeOut Broadcasters list
- Drill Broadcasts (audio and video, downloadable with sound effects) and more...

Press Releases
The latest ShakeOut related press releases and media advisories can be found in the Media Center or by visiting http://www.shakeout.org/southeast/media/mediaitems.php

ShakeOut Venue List
Some communities and states will have media events on the day of the ShakeOut drill. These events will provide media with photo, video, and interview opportunities to capture a drill before, during, and after. These events will be listed by state as the drill draws closer. An updated venue list can be found at www.shakeout.org/southeast/news/index.html

ShakeOut Broadcasters List
All radio and television stations in participating states are urged to participate in the ShakeOut by playing one of the audio or video drill broadcasts. Stations playing the audio/video broadcasts will be listed at www.shakeout.org/southeast/drill/broadcasters.html

To add your station or media outlet to this list, email shakeout@cusec.org with your City, State, and Station Identification information, along with your format (TV, Radio, Internet Radio, etc.).

ShakeOut Drill Broadcasts

Audio and video recordings are available for download in order to play during the ShakeOut Drill. Participants will be able to hear instructions on Drop, Cover and Hold On, and experience the extended length of time that the shaking would last during this type of real earthquake.

Some of these products include a realistic earthquake “rumble.” Media outlets are encouraged to play the broadcasts at the time of the drill.

The audio and video drill broadcasts are all available for download at www.shakeout.org/southeast/drill/broadcast
SCRIPTS FOR PUBLIC SERVICE ANNOUNCEMENTS

ShakeOut PSA - 1
Everyone, everywhere should know how to protect themselves from an earthquake. The ShakeOut International Day of Action on 10/19 at 10:19 a.m. is a day of special events featuring the largest earthquake drill ever, organized to inspire many to get ready for big earthquakes, and to prevent disasters from becoming catastrophes. What we do now, before a big earthquake, will determine what our lives will be like afterwards. The ShakeOut drill will occur in houses, businesses, and public spaces.

Free registration at http://www.ShakeOut.org register will pledge an individual's or group's participation in this important preparedness event.

ShakeOut PSA - 2
Earthquakes may happen anywhere you work, live, or travel. So everyone, everywhere should know how to protect themselves from an earthquake! Great ShakeOut Earthquake Drills are our chance to practice together how to protect ourselves, and for everyone to become prepared. Prepare now to survive and recover from the next damaging earthquake.

At 10:19 a.m. on 10/19, join millions who will take earthquake-safe action when seconds count. In order to act quickly, you must practice what to do – ShakeOut is that opportunity. Register at http://www.ShakeOut.org register to learn more about what to do.

Invite friends and family to practice, too!

ShakeOut PSA - 3
When the shaking starts and adrenaline pumps, will you know what to do? In an earthquake, you may only have seconds to protect yourself before strong shaking knocks you down, or something falls on you. Practice Drop, Cover, and Hold On at 10:19 a.m. on October 19. Don’t wait until the shaking – practice Drop, Cover, and Hold On with ShakeOut and register with millions at www.ShakeOut.org/register

Invite everyone who matters to you to register and ShakeOut on October 19 at 10:19 a.m. Everyone is welcome to participate - individuals, families, businesses, schools, government agencies and organizations!
SCRIPTS FOR BRIEF ON-AIR MENTIONS

ShakeOut Drill - 1

Are you prepared for the next big earthquake in (MARKET NAME)? Join individuals, schools, businesses, government agencies, and community organizations that have already registered to participate the Great ShakeOut, a worldwide earthquake drill happening on October 19, 2017 at 10:19AM.

Learn more at www.shakeout.org.

ShakeOut Drill - 2

Are you prepared for earthquakes? What we do now, before a big earthquake, will determine what our lives will be like afterwards. Register today for the Great ShakeOut Earthquake Drill at ShakeOut.org to learn more and be a part of the largest earthquake drill in this area’s history, October 19, 2017 at 10:19AM.

ShakeOut Drill - 3

You only have seconds. Do you know exactly what to do the moment the ground starts shaking? To find out the correct response, join millions of people in the Great ShakeOut Earthquake Drill on October 19, 2017. Register now at ShakeOut.org to learn more and practice updated quake safety.

ShakeOut Drill - 4

After a disaster, have you ever thought, “I was lucky”? Don’t leave these things to luck! One way to do this is to participate in the Great ShakeOut Earthquake Drills where you can learn what to do during an earthquake. Your current response may be outdated & dangerous. Join millions of others in the ShakeOut on October 19, 2017 by visiting ShakeOut.org.

ShakeOut Drill - 5

The ground starts shaking – it’s an earthquake! What do you do? Drop, Cover, and Hold On! If you’ve never heard this before, visit ShakeOut.org to find out how and to pledge to practice this quake-safe action with millions of other people worldwide on October 19 at 10:19AM. The life you save may be your own.
We encourage media outlets to play the prerecorded drill broadcast on October 19, 2017 at 10:19 a.m. High quality audio and video versions of the broadcast can be downloaded at - http://www.shakeout.org/southeast/drill/broadcast/

If you will be playing or reading the drill broadcast, please email shakeout@cusec.org so your station or outlet may be added to the list of those participating in the drill. We will encourage citizens to check the list to see which local stations are playing the broadcast in their area.

If your media outlet would prefer for one of your on-air personalities to read the drill broadcast, please use the following script.

##BEGIN##

This is the Great ShakeOut Earthquake Drill. You are participating in a worldwide earthquake drill with millions of other people. We’re practicing now so we’ll know how to protect ourselves during a real earthquake.

This is only a drill. Right now, DROP, COVER, AND HOLD ON.

Unless you are driving, DROP to the ground now: if you're standing during a large earthquake, the ground might jerk strongly and throw you down. COVER your head and neck with your arm as you seek shelter under something sturdy—such as a desk or table—to protect yourself from objects being hurled across the room. HOLD ON to your position until the shaking stops. If you can't get under something, stay low and continue protect your head and neck with your arms. Try to stay calm while the ground shakes.

Now look around. What objects might fall or be thrown at you in an earthquake that you should secure in place now?

The shaking has stopped and the drill is now over. Calmly get up and remember aftershocks may occur after an earthquake.


Thank you for taking part in the Great ShakeOut Earthquake Drill!

##END##
EARTHQUAKE SAFETY INFORMATION

WHAT TO DO DURING AN EARTHQUAKE

Federal, state, and local emergency management experts and other official preparedness organizations all agree that *Drop, Cover, and Hold On* is the appropriate action to reduce injury and death during earthquakes. It is the safest action to take during ground shaking. There are 3 steps:

- **DROP** where you are, onto your hands and knees
- **COVER** your head and neck with one arm and hand, and crawl under a sturdy desk or table if possible
- **HOLD ON** to your shelter until the shaking stops

If there isn’t a table or desk near you, drop to the ground and then (if possible) move to an inside corner of the building. Be in a crawling position to protect your vital organs and be ready to move if necessary, and **cover your head and neck with your hands and arms**. Do not try to run to another room just to get under a table - you are more likely to be injured if you try to run during strong shaking. The main point is: *Even if you cannot Drop, Cover, and Hold On, you should immediately take action to protect your head and neck.*

Earthquakes occur without any warning and may be so violent that you cannot walk or you therefore could likely be knocked to the ground where you happen to be. You will never know if the initial jolt will turn out to be the start of a large earthquake. These are general guidelines for most situations. Depending on where you are (in bed, driving, in a theater, etc.), you might take the following actions:

**INDOORS:** If you are able, "**DROP** to the ground immediately; **COVER** your head and neck with your arms and crawl under a sturdy desk or table if possible; **HOLD ON** to it until the shaking stops. If you use a wheelchair or have mobility impairments and cannot **Drop, Cover, and Hold On**, protect your head and neck your arms, and bend over to protect yourself if you are able. If you cannot **Drop, Cover, and Hold On**, you should immediately take action to protect your head and neck with a pillow or your arms, and bend over to protect yourself if you are able.

**IN BED:** Stay there and try your best to hold on, protecting your head with a pillow, until the shaking stops.
HIGH-RISE OR A PUBLIC BUILDING: If you are able, Drop, Cover, and Hold On or protect your head and neck as best possible. Do not use elevators. If you use a wheelchair or have other mobility impairments and cannot Drop, Cover, and Hold On, protect your head and neck your arms, and bend over to protect yourself if you are able. When the shaking subsides, you should follow the building evacuation plan or move to the designated zones for evacuation and wait for assistance by first responders if you have mobility impairments.

OUTDOORS: Move to a clear area away from wires, buildings, and anything else that could fall and hurt you, but only if you can safely do so. Otherwise stay where you are. If you are able, Drop, Cover, and Hold On or protect your head and neck as best possible. If you use a wheelchair or have other mobility impairments and cannot Drop, Cover, and Hold On, protect your head and neck your arms, and bend over to protect yourself if you are able. Stay where you are until the shaking stops. Only move indoors when it is clear that it is safe to do so.

STADIUM OR THEATER: If you are able, Drop, Cover, and Hold On or protect your head and neck. Protect your head and neck with your arms as best possible. If you use a wheelchair or have other mobility impairments and cannot Drop, Cover, and Hold On, protect your head and neck your arms, and bend over to protect yourself if you are able. Don’t try to leave until the shaking is over. When facility staff indicates you to do so, follow their directions to evacuate the premises.

DRIVING: Pull over to the side of the road, stop, and set the parking brake. Avoid bridges and overhead hazards. Stay inside the vehicle until the shaking is over. Remember that some areas of the road may be impassable and you should proceed with caution as you make your way home.

WHAT NOT TO DO: It is particularly important that you DO NOT try to get to a “safer place” or run outside while the ground is shaking. Movement will be very difficult and most earthquake related injuries and deaths in the U.S. occur from falling or flying objects hitting you (TVs, lamps, glass, bookcases, etc.) than from collapsed buildings.
**REGIONAL & STATEWIDE EARTHQUAKE RESOURCES**

The following websites are resources with additional information as to why it is important for this region to participate in ShakeOut.

For a list of recent earthquakes, visit:  [http://earthquake.usgs.gov/earthquakes/map/](http://earthquake.usgs.gov/earthquakes/map/)

### Earthquake Safety & Information Resources

- **Central United States Earthquake Consortium**: [cusec.org](http://cusec.org)
- **Drop, Cover, Hold On**: [earthquakecountry.org/step5](http://earthquakecountry.org/step5)
- **FEMA Earthquake**: [fema.gov/earthquake](http://fema.gov/earthquake)
- **Great ShakeOut Earthquake Drills**: [shakeout.org](http://shakeout.org)

### Disaster Safety Resources

- **America's PrepareAthon!**: [community.fema.gov](http://community.fema.gov)
- **American Red Cross**: [redcross.org](http://redcross.org)
- **Citizen Corps**: [ready.gov/citizen-corps](http://ready.gov/citizen-corps)
- **Community Emergency Response Team (CERT)**: [ready.gov](http://ready.gov)
- **Federal Emergency Management Agency (FEMA)**: [fema.gov](http://fema.gov)
- **Ready / National Preparedness Month**: [ready.gov](http://ready.gov)

### State Emergency Management

- **Delaware Emergency Management Agency**: [www.dema.delaware.gov](http://www.dema.delaware.gov)
- **District of Columbia Homeland Security**: [hsema.dc.gov](http://hsema.dc.gov)
- **Florida Division of Emergency Management**: [floridadisaster.org](http://floridadisaster.org)
- **Georgia Emergency Management Agency**: [gema.ga.gov](http://gema.ga.gov)
- **Maryland Emergency Management Agency**: [mema.maryland.gov](http://mema.maryland.gov)
- **North Carolina Emergency Management**: [ncdps.gov](http://ncdps.gov)
- **South Carolina Emergency Management Division**: [scemd.org](http://scemd.org)
- **Virginia Department of Emergency Management**: [vaemergency.gov](http://vaemergency.gov)