



10.5 MOVIE PRESS PACKET

10.5 IS STRICTLY ENTERTAINMENT!

As with most Hollywood movies, 10.5 is high on the entertainment value and low on the facts about earthquakes.

"The production is blatantly inconsistent with everything we know about earthquakes," said Lucy Jones, scientist in charge of the U.S. Geological Survey office in Pasadena. "It's complete science fantasy, but as long as people know that nothing about it could be true, they can sit back and enjoy it."

One thing they do get right is the fact that Washington State does have a high threat of earthquake. For those in the Emergency Management field, this is an opportunity to "capture a teachable moment" and

give people who live in the greater Puget Sound area good information about how to be safe and how to prepare for earthquakes.

It's true that you can't prevent or predict earthquakes. However, you can predict some of the impacts that an earthquake can have on people. A moderate to major earthquake will cause damage to roadways, bridges, water systems, sewer lines, electricity and telephones. How much damage will be determined by the magnitude of the quake, where the epicenter is located and how long the shaking lasts.

The disruption to people's lives and property can be reduced with a little



Western Washington has the third highest threat of earthquake in the United States.

planning and preparing in advance. Inside you will find information about basic preparedness and how to be safe in an earthquake. The last page is devoted to web sites and phone numbers of people available for information and interviews.

DON'T CALL 911 AFTER AN EARTHQUAKE, UNLESS YOU HAVE A LIFE-THREATENING EMERGENCY!

The most common call following an earthquake is, "I'd like to report an earthquake." These types of calls are keeping the real, life threatening calls from getting through. Please help emergency response agencies re-educate the public about the use of phones after a disaster:

1. Put all phones back on their cradle if they were shaken off the hook.
2. Stay off all phones for at least 3-5 hours, unless you have a life-threatening emergency to report to 911.
3. After 3-5 hours, long distance lines will be more reliable.
4. Create a communications plan with your family that includes an "out of area" contact that is out of Washington & Oregon. Share family information through the out of area contact.

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Myth-busters!

- People don't initially panic in an earthquake!
- The West Coast cannot fall into the ocean!
- You can reduce the impacts of an earthquake on yourself, your family and your business.
- Getting under a table or beside an inside wall is safer than standing in a doorway!
- In the U.S. you're safer inside a building than outside a building!

Earthquake Safety Inside A Building

KNOW HOW TO BE SAFE IN AN EARTHQUAKE

One of the great myths of an earthquake is that all the buildings collapse. Actually, in the United States, we don't see a lot of building collapse, especially when you compare it to the number of buildings that are impacted by the quake.

The building standards in the United States are designed, at a minimum, to protect life. In other words, the structural part of the building will perform to a standard that will withstand the quake and allow people to safely evacuate afterwards.

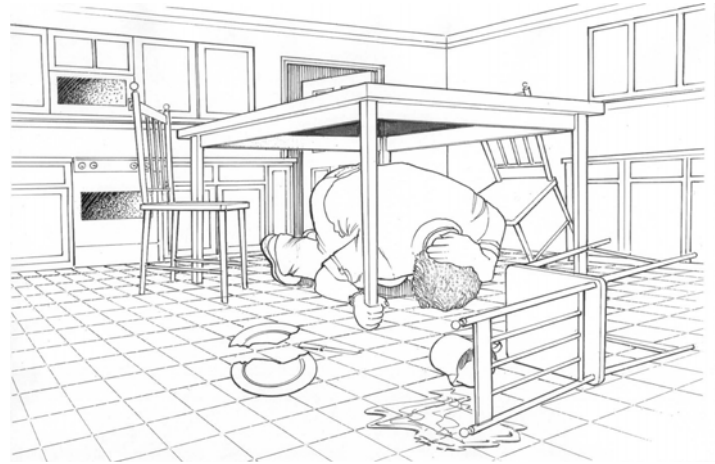
It's not building collapse that kills and injures most people in an earthquake - it's how we decorate the interior and exterior of the buildings. Even when there is building collapse, victims are rescued in what are called "void spaces". These spaces are usually around heavy furnishings such as desks and tables.

Another interesting fact is that about one-third of all injuries occur to leg bones, due to people running during the shaking.

To increase your likelihood of surviving any size quake, Drop, Cover and Hold under a desk or table within the first three to four seconds of shaking. Stay there until

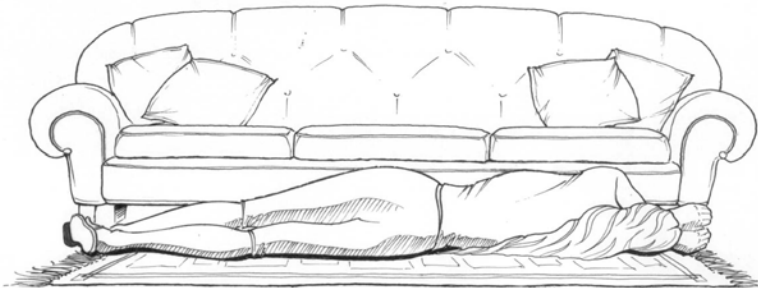
the shaking stops.

Doorways are *not* a recommended safe place to be in an earthquake. It's difficult to stay in the doorway during the shaking and the door often causes injury when it swings open and closed during the shaking.



When the earth shakes, Drop to the ground, cover under a desk or table and hold on to the desk or table so it doesn't bounce away. Stay there until the shaking stops.

WHAT IF THERE'S NO TABLE AROUND?



If there is no table around you, think "Beside, Beneath, Between"!

Sit **BESIDE** an inside wall

Lay **BESIDE** the couch & Hold on

Crouch low **BETWEEN** the rows of chairs in a movie theater, church or stadium

Get low **BESIDE AND BENEATH** the level of a grocery cart in the supermarket

PRACTICE EARTHQUAKE DRILLS

The only way to insure you will take the appropriate "quake safe" action during the earthquake is to practice. If you never practice getting under a desk or sitting beside an inside wall, the chances of you taking the appropriate safety action is only about 10%.

People learn by using their senses. The more senses you use to learn something, the better you remember and respond in an emergency. By

reading about how to be safe in an earthquake, hearing the same information via radio, television or from other people and physically practicing getting under a table or sitting against a wall, you virtually insure that you will make a good decision and take a quake safe action when the earthquake happens.

As you watch the movie 10.5, recognize that the script isn't going to have

people take good, safe earthquake actions. Visual learning can be very powerful. After the movie, talk to your family and co-workers about how to be safe in an earthquake. Physically practice "drop, cover and hold" under a table or getting beside an inside wall or heavy furnishing. This will insure you have memorized the right thing to do and it will take less time to react when the real event happens.

CREATE A QUAKE SAFE HOME

In the United States, more people are killed and injured by the way we decorate the inside and outside of our buildings than in building collapse.

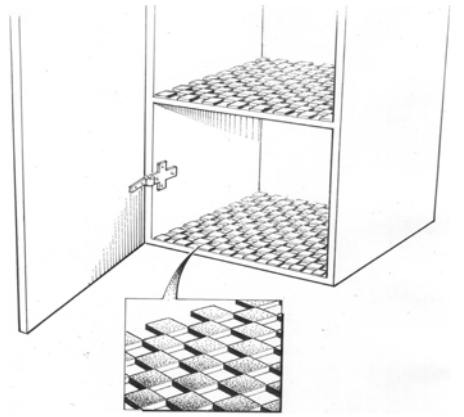
The danger is from objects falling over and breaking. Walk into any room in your home or office and ask four questions:

- If it were to fall and break, would it hurt someone?
- If it would fall and break, would it block an exit?
- If it were to fall and break, would it keep me from doing business the next day?
- If it were to fall and break, would it break my heart?

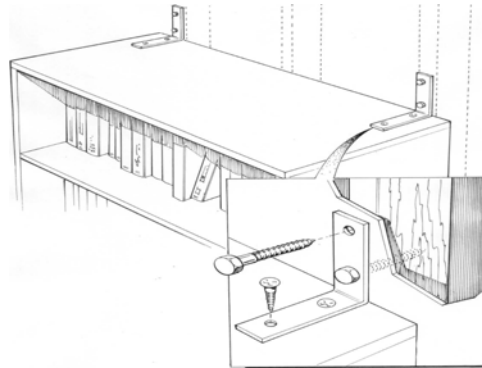
If the answer is yes, then take the time to bolt, anchor or strap the furnishings in place.

Suggestions:

- Use heavy-duty Velcro to hold computers to the desk.
- Bolt book cases to studs in the wall.
- Put positive latches on cabinets such as child latches.
- Secure pictures to the walls by running the wire through a closed



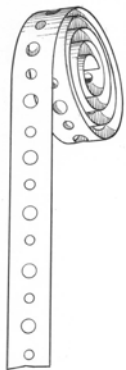
Cupboard liners keep dishes in place



Bolt Bookcases to the studs in the wall.



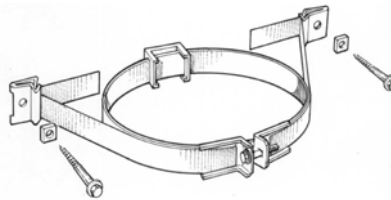
COMMON CAUSE OF FIRE IN AN EARTHQUAKE: WATER HEATERS FALLING OVER!



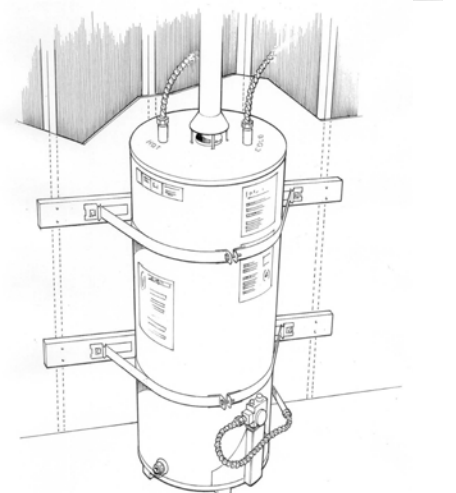
Plumber's tape not recommended

Take a look at your water heater. If it is fastened with plumber's tape, replace it with steel straps. Anchor the straps into the studs in the wall with lag bolts. Put at least two straps on the tank, a third from the top and a third from the bottom.

When you secure your water heater properly, you reduce the potential fire hazard in an earthquake and protect 30 or more gallons of water.



Steel strapping kit available at hardware stores



Properly Strapped Water Heater

GETTING PREPARED

Don't wait until a disaster happens, now is the time to get you, your family, your business and your neighborhood ready for an earthquake.

For disaster preparedness information.

Washington State Emergency management:

www.emd.wa.gov

1-800-221-5947

Or your local Office of Emergency Management

+ American Red Cross
 Serving King and Kitsap Counties
 206-323-2345
 360-377-3761
<http://www.seattlredcross.org>

(The Seattle Red Cross also has brochures translated into several languages. Log on to their web site or call and request brochures mailed to you.)

Go to www.emd.wa.gov/headlines for a summary of web sites and information about disaster preparedness in Washington State!

Contact for interviews regarding the science of earthquakes and risk of earthquake in the greater Puget Sound area:

Bill Steele
 UW Seismology Lab
 (206) 685-5880
bill@ess.washington.edu
www.pnsn.org

Craig Weaver
 U.S. Geological Survey (USGS)
 (206) 553-0627
www.earthquake.usgs.gov

Topic: PNW vulnerable to 3 different types of earthquakes. Much new research to better understand our regional faults and risks.

Possible questions:
 Should people here be concerned if they live on a fault? Scientists believe Seattle is at high risk for a serious earthquake. What would you like people to know about that?

Potential Photo Opportunities:
 Different photo ops can be arranged including a tour of UW's seismology lab, a look at new hazard maps, and physical tours of earthquake geologic evidence around the Puget Sound.

Contacts for interviews regarding preparedness in the City of Seattle, King County and Washington State:

Possible questions:

- *What areas has the City, County or State focused its preparedness on?*
- *Above all else, what should residents know about preparations?*

[Washington State](#)

800-562-6108

www.emd.wa.gov

Rob Harper and Mark Clemens
 Public Information Officers

[Seattle](#)

Mayor Greg Nickels
 206-684-city (2489)
www.seattle.gov

Seattle Fire Chief Gregory Dean
 (206) 386-1400
www.seattle.gov/fire/home.htm

Seattle Police Chief Gil Kerlikowske
 (206) 684-5577
www.seattle.gov/police

Susan Stoltzfus, Seattle PIO
 Emergency Management and Seattle
 Public Utilities 206-684-7688

[King County](#)

Emergency Manager Eric Holdeman, CEM
 Desk: 206-205-4060
www.metrokc.gov/prepare

Regional Public Information Network at:
www.GOVLINK.org
 Central Puget Sound's source for breaking news and information.

Contacts for interviews regarding home, business and neighborhood preparedness.

Nuts & Bolts of Home Retrofitting

Roger Faris
 Phinney Neighborhood Association
 (206) 784-8019
www.seattle.gov/projectimpact

Inés Pearce
 (206) 615-0288
www.seattle.gov/projectimpact

Business Emergency Network (BEN) & Business Preparedness

Rod Kauffman
 Building Owners & Managers Assoc. (BOMA)
 (206) 622-8924 x104
www.seattle.gov/projectimpact/pages/businesses/businesses.htm

Public Education Programs Available in the City of Bellevue

JoAnn Jordan
 425-452-6033
www.ci.bellevue.wa.us/fire

Individual, Family & Neighborhood Preparedness, Seattle Disaster Aid & Response Teams (SDART) Program

Dr. LuAn Johnson, SDART Program Manager
 Seattle Emergency Management
 (206) 233-7123
www.seattle.gov/emergency_mgt

Additional contacts:

Alan Justad, Public Relations Advisor
 Seattle Department of Planning & Development (building codes)
 206-233-3891

Mary Bacarella, Marketing Director
 Space Needle
 206-905-2162

Cascadia Regional Earthquake Working Group (CREW)
<http://www.crew.org>

Disaster Resistant Business (DRB) Program, Home & School Retrofit, Seattle Project Impact