

California releases new 'Totally Unprepared' video

Lake County News, 9-9-11

SACRAMENTO – If you have ever wondered how you can protect your home and valuables from earthquake damage, “Totally Unprepared” has the answers.

This week, the campaign released the latest in a series of videos showing Californians taking simple steps to keep themselves safe in the event of an earthquake.

Using easy to follow instructions, “Totally Unprepared” show hostess Susan Jekarl shows former NFL star Vencie Glenn how to properly secure his furniture – an inexpensive step that will reduce the risk of damage and injury during a quake.

Having suffered losses in a previous quake, the message hits close to home for Glenn.

Recently launched through the collaborative efforts of the California Emergency Management Agency has partnered with the California Seismic Safety Commission (CSSC) and California Earthquake Authority (CEA), “Totally Unprepared” is a unique and insightful multimedia campaign geared to help Californians better understand their risk of earthquakes and how to prepare for them.

With a bevy of online resources and new videos set to be released each Tuesday through March of 2012, the campaign hopes to leverage the power of social media in getting the word out.

A special 30-minute program is also being aired on twelve California Public Television Stations throughout the month of September.

The Totally Unprepared campaign centers around two Web-based television series created by a veteran of reality television.

In addition, the campaign is supported by a Web site containing news, resources, preparedness tips and regular blogs.

Connect with Totally Unprepared for the latest information and resources at the following Web sites: www.totallyunprepared.com, www.YouTube.com/weareunprepared, www.Facebook.com/totallyunprepared and www.Twitter.com/weareunprepared.

For more information about preparing for earthquakes and other hazards, visit www.calema.ca.gov.

The California Emergency Management Agency (Cal EMA) coordinates overall state agency preparedness for, response to and recovery from major disasters. Cal EMA also maintains the State Emergency Plan, which outlines the organizational structure for state management of the response to natural and manmade disasters.