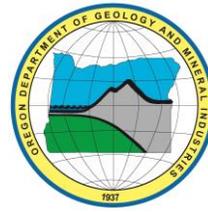


# Earthquake Regional Impact Analysis Communications Guide



A new DOGAMI Earthquake Regional Impact Analysis provides information about potential impacts to Clackamas, Washington, and Multnomah Counties by a M 9.0 Cascadia Subduction Zone earthquake. This Communications Guide outlines timelines for public rollout of the study and provides resources for developing talking points, social media posts, and other communication materials to suit your own needs.

## Questions?

Have a question about the study, a media referral, or other communication need? We can help!

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## Overview

The Regional Disaster Preparedness Organization (RDPO) engaged the Oregon Department of Geology and Mineral Industries (DOGAMI) to analyze impacts of Cascadia Subduction Zone and Portland Hills Fault earthquakes and provide updated, detailed loss estimates for Clackamas, Multnomah, and Washington counties.

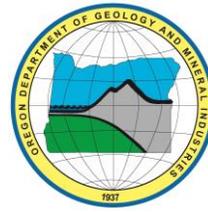
**NOTE: Communications for this study focus on the Cascadia earthquake, which is the far more likely earthquake event.**

- By using updated data, current subduction zone science and the latest mapping and modelling techniques, the study greatly improves understanding of potential earthquake impacts for the region.
- The study's estimates of injuries and fatalities, building damages, people needing shelter, debris, and other impacts helps our communities, our region, and our state better prepare for, respond to, and recover from major earthquakes.
- The study will be released jointly by RDPO and DOGAMI on Thursday, March 15, 2018.
  - The Toolkit will be available at the RDPO website: [www.rdpo.org/earthquakeimpact](http://www.rdpo.org/earthquakeimpact)
  - The entire DOGAMI publication, including a report with maps and two Esri geodatabases, will be downloadable at: [www.oregongeology.org/pubs/ofr/p-O-18-02.htm](http://www.oregongeology.org/pubs/ofr/p-O-18-02.htm)

## Timeline for Publicity & Promotion

- March 12: Social media promos begin for March 15 Facebook Live chat
- March 13: Media Advisory – announcing release/media availability for March 15
- **March 15: Release Day**
  - News release via DOGAMI Flash Alert
  - Media availability with DOGAMI and RDPO at the Portland Bureau of Emergency Management (9911 SE Bush St, Portland, OR) from 10AM-12PM
  - Facebook Live chat with DOGAMI and RDPO from 12PM-1PM
  - Social media posts begin

# Earthquake Regional Impact Analysis Communications Guide



## Key Messages

The materials in this communications guide align with the three key messages below. These messages were developed by RDPO and DOGAMI, with guidance from the RDPO Messaging Task Force. They are big-picture messages meant to help you develop talking points or other communication materials that best suit the needs of your jurisdiction, while still aligning overall communications about the study. Examples of talking point topics that could support each key message are provided. *Note: Talking Points are also included in the study toolkit.*

- **Message: Better understanding of potential earthquake impacts helps us become better prepared**
  - o Example talking point topics: How information in the study will be used to help plan, prepare, respond and recover; How old was the previous information being used; Compare/contrast previous information with current information; How having best science will make a difference in your jurisdictions' efforts
  
- **Message: The study shows us we need to keep working to reduce earthquake impacts and become more resilient**
  - o Example talking point topics: Summary of study results for your jurisdiction; How your jurisdiction is working with the wider region to prepare; Work your jurisdiction is currently doing to prepare
  
- **Message: Every action you take to prepare for an earthquake helps**
  - o Example talking point topics: Potential impacts do not have to become reality, with examples of how jurisdiction/region work will help reduce impacts; Preparedness actions can reduce risk and increase resilience, with examples of how public can act; Preparedness actions to take today

## Social Media

Accounts to follow/share from:

**PBEM:** @PortlandBEM; Facebook.com/PortlandBEM

**DOGAMI:** @OregonGeology; Facebook.com/OregonGeology

### Hashtags

#EarthquakeStudy

#CascadiaEQ

#BePrepared

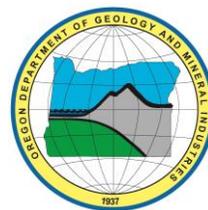
### Sample Posts

#### Twitter

New study brings better understanding of earthquake impacts to help Portland metro region #prepare for #CascadiaEQ: (add link to news release) #DOGAMI #EarthquakeStudy

# Earthquake Regional Impact Analysis Communications Guide

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New @OregonGeology study shows potential #CascadiaEQ impacts for Portland metro region. Find impacts for your area, and actions you can take to prepare at [www.OregonGeology.org](http://www.OregonGeology.org)).

Every action you take to prepare for a #CascadiaEQ helps. Easy things you can do today: (add link to your own preparedness resources). #BePrepared

We can't prevent an earthquake, but we can reduce our risk and increase our resilience by taking preparedness actions: (add link to your own preparedness resources). #CascadiaEQ #BePrepared

## Facebook

A new study shows potential Cascadia earthquake impacts for Portland metro region. Find impacts for your area, and actions you can take to prepare: (add link to [www.rdpo.org/earthquakeimpact](http://www.rdpo.org/earthquakeimpact) or [www.OregonGeology.org](http://www.OregonGeology.org)). Every action we take to prepare for earthquakes helps!

A Cascadia Subduction Zone earthquake isn't a matter of if, but when. A new study from the Oregon Department of Geology and Mineral Industries examines potential Cascadia impacts for Clackamas, Multnomah, and Washington counties. The big takeaway? We need to keep working to reduce earthquake impacts and become more resilient. Take a few minutes today to look at potential impacts for your area, and then make a plan, make a kit, or take another preparedness action. Every action we take to prepare for earthquakes helps! (add link to [www.rdpo.org/earthquakeimpact](http://www.rdpo.org/earthquakeimpact) or [www.OregonGeology.org](http://www.OregonGeology.org))