The Great Southern California ShakeOut and Beyond
What Museums can do to promote and inspire Earthquake Science Education

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How is the San Bernardino County Museum implementing the ShakeOut?

• A multi-pronged approach involving the curatorial and education staff, partnering with SCEC

• Many plans for the ShakeOut and Beyond
THE HALL OF GEOLOGICAL WONDERS
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THE VISION

Create a completely integrated exhibition that presents

SCIENCE AS A PROCESS which challenges the visitor to ask:

HOW DO YOU KNOW? and......

MAKE THE CONNECTION!
A seamless integration of geology and paleontology
Featuring fossils from inland southern California, the new 12,000-square-foot addition will invite visitors to explore the relationships between ancient life and geography created by geologic forces.

Along the mighty San Andreas Fault will connect ideas such as earthquakes, plate tectonics, and deep time. Special emphasis on the assembly of California.

Rock and mineral treasures will illustrate the vast forces at work beneath our feet.
San Bernardino County Office of Emergency Services and the Board of Supervisors are doing a variety of events in concert with the Museum.

- SBCM registered as a ShakeOut Associate
- SCEC CEO partner
- Press releases/marketing in traditional media and our website
- Staff meeting in October of 50+ Museum employees to review the County of San Bernardino and the Museum’s emergency and disaster preparedness plans - combined with curator led discussion of the ShakeOut scenario
- Public lectures and Field trips to the San Andreas Fault
Leading up to the ShakeOut

- Nov. 2 “Free Day” - attendance is normally 1000+ visitors. Museum will distribute emergency preparedness kits provided by the SB County Office of Emergency Services to the first 200-300 families.

- Working on obtaining “Quake Hold” earthquake simulator for that day or another day prior to the ShakeOut week.

- An exhibit that opened in 2007 and is still running in part, “Living on the Edge, Natural Disasters in San Bernardino County” is being adopted by SCEC for use on their website.

- EPICENTERS - Partnered with SCEC to facilitate meeting with southland museums about what they can do to participate in the ShakeOut -- first tangible product is the link on the ShakeOut.org website “What Museums Can Do”
The Day of the ShakeOut

- Classrooms will be invited to attend the museum that day (private schools will be specifically targeted)
- Public and staff will all participate in the “Drop, Cover and Hold On” drill at 10:00 on November 13th
- SBCM plasma screens in the Museum will be playing the ShakeOut animation of the earthquake
- SBCM will host the media event held by public officials
- Will be distributing “Putting down roots in Earthquake County”
- Geology Theater on the ShakeOut scenario by curator
- Podcast of the ShakeOut provided by SCEC
Beyond the ShakeOut - Exhibits in the Hall of Geological Wonders

- Plate Tectonics
- San Andreas Fault System
- Focus on paleoseismic studies locally
- The San Andreas Fault Earthquake Experience - the most innovative way to promote earthquake awareness and the tipping point for preparedness
- Earth’s cylinder
- Earthquake Park - inviting the public to explore outside the Museum environment
The San Andreas Fault Earthquake Experience
Video with a “faux” newscast about the earthquake

Sitting area outside of the cabin where the visitors can learn about earthquake science from the scientists themselves
“Did you feel it”? interactive
Earthquake preparedness resources - “Secure your Space”
Earthquake Catcher Network
In the Hall of Geological Wonders

- Geology Academy
- Cart Conversations
- Discovery Pathways
- Citizen Science
Public Programs

- Family Events
  - November 2nd

- Preparedness Workshops
  - Sept. is Preparedness Month

- Take-home Information
  - Putting Down Roots

- Field Trips

- Lectures


www.shakeout.org
Stuff for Educators

• Teacher Workshops
  • Earthquake Country Kits
  • Plate Tectonics Map Activity
• SCEC Education Module Activities
• Hosting Earthscope Workshop
  • Non-formal educators
  • Spring 2009
Where do we go from here?