

NATIONAL
EARTHQUAKE
CONFERENCE



2016 National Awards in Excellence
Award in Excellence for Innovations

Program/Project Name: Unprepared

Administering Agency: Oregon Public Broadcasting (OPB)

Contact: Ed Jahn, Producer

Address: 7140 SW Macadam Ave.
Portland, OR 97219

Email: ejahn@opb.org

Program Summary:

Oregon Public Broadcasting's (OPB) "Unprepared" project was a year-long, statewide multimedia campaign that included radio stories, television stories, new online tools and mobile applications, and a special one-hour television documentary (with repeat airings and live stream online anytime).

Oregon is one of three states expected to be impacted by a Magnitude 8 or 9 Cascadia Subduction Zone earthquake. OPB's program effectively educated the public on risks and increased public awareness of the need to personally prepare. Also, OPB's efforts through "Unprepared" are fostering greater civic engagement in seismic issues that the state of Oregon is wrestling with such as school resiliency, seismic bridge and building upgrades, tsunami zone land use and other infrastructure expenditures.

Television stories were featured on the popular OPB original television series *Oregon Field Guide* that followed science and policy experts learning lessons from Japan. Online tools included applications such as "Aftershock", a user-friendly, zip code-based tool that allows users to see damage expected by neighborhood, as well as recovery time for essential resources. Another app put the statewide school seismic assessments in a user-friendly format, allowing parents to see the seismic risk of their children's schools.

The "Unprepared" series marked the first time that OPB created synergistic content across all of its platforms for a singular, long-term campaign.