What’s Your Role In Building A National Strategy?

What’s New?

What’s Next?
The 2016 National Earthquake Conference (NEC) took place May 4 – 6 in Long Beach, California with more than 350 individuals in attendance, representing 35 states and U.S. territories as well as 220 organizations. Attendees included academics, advocates, building code experts, corporate partners, earth scientists, emergency managers, engineers, insurers, journalists, researchers, and local, state, and federal government leaders. The 2016 NEC delivered dynamic and informative presentations under the conference theme, What’s New? What’s Next? What’s Your Role In Building A National Strategy?

The Federal Alliance for Safe Homes (FLASH) and array of leading NEHRP and earthquake partners convened the 2016 NEC. The 2016 NEC is unique as it is offered only once every four years, and it is the only interdisciplinary conference focused entirely on seismic hazards, science, research, risk reduction, and outreach programs.

The NEC agenda highlighted new findings, research, programs, and products since the 2008 NEC in Memphis, Tennessee. Presenters identified next steps for advancing safety and resiliency, so that conference attendees could identify their respective roles in building a national strategy to foster earthquake resiliency.

As a result of tremendous collaboration by the 2016 NEC partners, sponsors, and attendees, the Conference garnered unprecedented traditional news coverage, social media coverage, and leadership engagement. It helped focus key policymakers on top priorities, and has generated positive policy outcomes. The following report provides highlights and links to 382 news features and key impacts from the 2016 NEC.
San Andreas fault 'locked, loaded and ready to roll' with big earthquake, expert says

Southern California's section of the San Andreas fault is "locked, loaded and ready to roll," a leading earthquake scientist said Wednesday at the National Earthquake Conference in Long Beach.

The San Andreas fault is one of California's most dangerous, and is the state's longest fault. Yet for Southern California, the last big earthquake to strike the southern San Andreas was in 1857, when a magnitude 7.9 earthquake ruptured an astonishing 185 miles between Monterey County and the San Gabriel Mountains near Los Angeles.

It has been quiet since then — too quiet, said Thomas Jordan, director of the Southern California Earthquake Center.
The San Andreas Fault Is ‘Locked and Loaded,’ a Leading Seismologist Warns

Simon Lewis @simondlewis | May 5, 2016

“The springs on the San Andreas system have been wound very, very tight”

A leading earthquake expert has warned that a section of the San Andreas Fault in Southern California may be “ready to go,” and that a major temblor that could shake the Los Angeles metropolitan area is long overdue.

The Los Angeles Times cites comments from Thomas Jordan, director of the Southern California Earthquake Center at the University of Southern California, who said the movement of the Pacific and North American tectonic plates should amount to a shift of about 16 ft. every 100 years. But the southern part of the fault has been quiet since a 7.9-magnitude quake hit in 1857 — too long.

“The springs on the San Andreas system have been wound very, very tight. And the southern San Andreas Fault, in particular, looks like it’s locked, loaded and ready to go,” Jordan said in the keynote speech of an earthquake conference in Long Beach, Calif.

Jordan praised efforts by officials in Los Angeles to prepare the city for the Big One by retrofitting buildings and bolstering water and...
The following links represent the Los Angeles Times article “San Andreas fault ‘locked, loaded and ready to roll’ with big earthquake, expert says” pick up by International and National news outlets

2 Oceans Vibe News - Woodstock
89.3 KPCC - Pasadena, CA
AAAS Member Central - Washington, DC
ABC 7 News - San Francisco, CA
ABC Eyewitness News 7 - Los Angeles, CA
ABC Tell
ABC Tell - Blog
Abruzzo.TV - Italy
Activist Post
All 10 Things - Information Forum
All 10 Things - Information Forum
Am Redeemed - Kenya
aol.com
Aol.On - New York, NY
attn:
AwarenessAct.com
B.J. Betsey Lewis
Battalion of Deborah - Joshua, TX
BICEPP - Van Nuys, CA
Black Christian News Network 1 - Burleson, TX
Blog: Absolute Truth from the Word of God
Blue Monster Prep - La Verne, CA
Breaking News
Breaking News Alerts - Austin, TX
Breitbart - California
Brief Report - United Kingdom
Bro Bible - Culver City, CA
Business Insider
Cactus Hugs - Palm Desert, CA
Café Mom - Chicago, IL
Canada Free Press, Toronto ON
CBS KCAL 9 - Los Angeles
China Topix - New York, NY
CNBC
Coast to Coast AM - San Fernando Valley, CA
Concerned Citizens of Thousand Oaks - Thousand Oaks, CA
Conservatives Forum
Cornerstone Insurance - Rancho Cucamonga CA
CURBED - Los Angeles, CA
Daily News - New York, NY
DailyMail.com - United Kingdom
Digital Journal - Canada
Disaster News
Easy Branches - Thailand
End Times Headlines - Cleveland, TN
Epoch Times - El Monte, CA
EventRegistry.com
Evoprepper.com
Express - London
First to Know - Tustin, CA
FOX 10 - Phoenix
FOX 11 - Los Angeles
FOX 26 - Houston, TX
FOX 28 - Elkhart, IN
FOX 35 - Monterey, CA
Traditional Media
Highlights

FOX 35 - Orlando, FL
FOX 4 KDFW - Dallas, TX
FOX 5 - Washington, DC
FOX 5 News - San Diego, CA
FOX 7 - Austin TX
FOX News Science
Freedom Nation News
Freedom Outpost
Futurism - Brooklyn, NY
Headline News
Hi News
Highlight Hollywood - Los Angeles, CA
Homeland Security News Wire - Mineola, NY
Huffington Post - United Kingdom
IFL Science - Midland, Ontario, Canada
iHeart Radio
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International Business Times - US: New York, NY
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Occurences
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One News Page
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ROTNEWS - Southern CA
Rrone
Salon
SapyNews.com
Science Alert
Science World Report - New York, NY
Sci-Tech Today
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Temblor.net
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The Alpenhorn News
The Big Blind
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The Christian Science Monitor - Boston, MA
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The Inertia - CA
The Jim Baker Show - Branson, MO
The Science Explorer - Midland, Ontario, Canada
The Sydney Morning Herald - Sydney, Australia
The Washington Post - Washington DC
Thrillist - New York, NY
Trooclick - Paris, France
TRU NEWS - Vero Beach, FL
True Blue Liberty - Lake Forest, California
True Viral News
Universal Free Press News - Manquin, Virginia
University of Southern California - Los Angeles, CA
US News Now
USA Extra News
Valley News - West Lebanon, NH
ViralMoha
Volcano Madness - blogspot.com
WBEX 91.5 - Chicago
We Are Anonymous
What Really Happened
Wish TV - Indianapolis, IN
Worthy News - Fayetteville, AR
Yahoo News
YourNewsWire.com
YouTube Sub
YouTube Video FOX News Channel
Zero Hedge - Oklahoma

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Traditional Media
Highlights

**Yahoo!**

**Global Experts Convene at National Earthquake Conference**

As Taiwan, Japan, and Ecuador work to recover from recent deadly earthquakes, more than 160 different organizations and experts, ranging from academia, building code experts, earth scientists, engineers, federal and state government leaders, insurance industry representatives, and researchers, gather in Long Beach, CA from May 4 to May 6 at the 2016 National Earthquake Conference (NEC). The NEC occurs every four years and brings together leading experts to share the latest advances in earthquake resiliency.

The theme of this year’s conference is What’s New? What’s Next? What’s Your Role in Building a National Strategy?. The NEC critically examines the latest research and information from experts in building science and building product innovation, emergency management geology, seismology, resiliency programs and policies, social science, public outreach initiatives, scientific insights, and new technologies to drive better understanding of earthquake risk in the U.S. and create disaster-resilient communities.

Highlights of the conference include:

- The U.S. Geological Survey (USGS) will provide an update on the new National Seismic Hazard Maps and share the issues with identifying, quantifying, and communicating the new threat of induced seismicity. For the first time ever, the USGS has produced a one-year seismic hazard forecast for the Central and Eastern United States which includes both natural and induced (man-made) earthquakes.

- The implementation and beta testing of Earthquake Early Warning Systems in California, Oregon, and Washington will also be discussed at the conference.

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Unique Visitors - 11,876,114
Stories Placed - 187

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**Los Angeles Times**

**Gov. Jerry Brown switches course, seeks $10 million in state funding for California quake warning system**

In a major reversal, Gov. Jerry Brown is seeking state funds for a fledgling earthquake early warning system for California, which would allow for a limited rollout of alerts by 2018.

The governor has supported creation of the system, which can give as much as a minute of warning before shaking from a big earthquake hits urban areas. But until now, Brown and the state Legislature opposed providing funds from the state’s budget, arguing instead the money should come from only private and federal sources.

Brown changed his public stance in his revised state budget, asking the Legislature to allocate $10 million toward the system, which is being developed by the U.S. Geological Survey and university researchers.

Even though California is in earthquake country, it has fallen far behind other areas including Japan, Mexico and Taiwan in developing an earthquake warning system. The network for California and the rest of the West Coast has been repeatedly delayed because of a lack of funding.

“This is going to be a huge boost to the build-out of the system. The infusion of state funding will allow us to surge forward,” said Doug Given, the U.S. Geological Survey’s earthquake early warning coordinator. “We have the intent of doing limited public rollout by 2018.”

A limited rollout of the system in two years would mean that places such as classrooms, offices, shopping malls, amusement parks and police and fire stations could have ready access to

[Read More](#)

Unique Visitors - 32,000,000
What are the odds of dying in an earthquake?

It's easy to be anxious about an earthquake. A leading seismic expert recently warned that Southern California’s section of the San Andreas fault is “locked, loaded and ready to roll.” But experts also say it’s important to keep perspective: The chances of dying in a large temblor

Los Gatos, Saratoga: Earthquake warning system? Great, that’s all my mom needed to hear

Thank you ... thank you very much. It was so thoughtful of the earthquake scientists at last week's National Earthquake Conference in Long Beach to warn us of a major quake prediction on the San Andreas fault. So far, though, all that’s really

UCLA must do more to prepare students for the threat of earthquakes

“Locked, loaded and ready to roll.” When a seismologist speaking about a fault line has to take on his alter persona of a cowboy about to shoot from the hip, it might be best to pay more attention. That was how Thomas H. Jordan, director of the Southern California Earthquake Center described the

Hawaii Due For Devastating Tsunami Within 50 Years Amid Prediction Of Mega-Earthquake In Aleutians

In the next half-century, there is a 9 percent chance that a magnitude 9 earthquake will strike the Aleutian Islands, which is sufficient to create a mega-tsunami that would especially threaten Hawaii. Using a novel computer model, researchers from the

San Francisco proposes $8 million to find a fix for quake-vulnerable sea wall

San Francisco Mayor Ed Lee has proposed spending $8 million to find a solution to the earthquake-vulnerable sea wall that holds up the city’s famed Embarcadero waterfront. The decision, announced Wednesday, comes after new studies found the sea wall, which stretches from
New Findings at California Earthquake Conference Ignite Push for Early-Warning System

New findings at an earthquake conference in Long Beach this week say the San Andreas Fault is primed for a major earthquake.

The new findings is why a State Sen. Jerry Hill, D- San Mateo, is pushing a bill to use taxpayer

Read More

Risk of being shot by toddler the same as risk of dying in an earthquake, seismologist says

Earthquakes are, statistically speaking, only as dangerous as toddlers.

Former U.S. Geological Survey seismologist Dr. Lucy Jones placed quakes in context at the National Earthquake Conference in Long Beach, Calif., earlier

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Disaster preparedness begins at home

In the event of a major disaster, Loma Linda University Health will need as many employees on hand as possible. But realistically, employees won’t be much help to the organization if they are worried about the safety of their family members—particularly children, spouses, and parents.

Read More

Experts Warn Preparation Key To Surviving a Major San Andreas Fault Earthquake

Earthquake experts say Southern Californians need to do more to prepare because the San Andreas Fault is long overdue for a major quake.

A computer simulation shown at the National Earthquake Conference this week showed the

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Seismic activity increases as many areas report “swarms” of earthquakes

While we may not feel them, seismic activity or small earthquakes are happening all around us almost on a daily basis.

According to the USGS earthquake center, the latest earthquake was reported in Bunkerville, Nevada, about 45 miles south of St. George early Friday

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San Andreas Fault Could Unleash Massive Quake, Experts Say

Leading experts say California’s largest and most dangerous fault — the San Andreas — is long overdue for a massive quake.

The warning for Southern California was revealed during the National Earthquake Conference, which was being held in Long Beach and has drawn scientists from all over the world.

Read More
Experts: Southern Part of San Anreas Fault Ready for Big Earthquake  
*KTVU Interviews Dr. Lucy Jones*

National Earthquake Conference Includes Latest Studies on Seismic Activity, Early Warning Systems  
*KTVU Interviews Mike Mahoney*

Tsunami Warnings  
*KTVU Interviews Paul Whitmore*

Earthquake Early Warning System  
*KTVU Interviews Doug Given*
Concerns about San Anreas Fault
KTVU Interviews Glenn Pomeroy

A powerful earthquake could occur in California

News Reel

National Earthquake Conference
KTVU Interviews Leslie Chapman-Henderson

News Reel

News Reel
Social Media Highlights

Real-time Tracker: #NEC2016

2,491 posts
330 users
723,077 reach
3,656,187 impressions

Date Range: May 2 - May 8

Top Posts
Tip: Click on a post's date to be taken to original post

- Ron Lin, LA Times @ronlin: San Andreas fault 'locked, loaded and ready to roll' with big earthquake, expert says
  https://t.co/M15s3h3sw @latimes @lanow
- FEMA Region 10 @FEMAR10: If we can do something as simple as #DropCoverHoldOn, we can save lives.
  " - @CraigatFEMA #CascadiaEQ #NEC2016 https://t.co/BnG03yY7tv
- SCEC @SCEC: SAF 'locked, loaded and ready to roll' w/ big quake, expert says: https://t.co/V2ik3ZomG9
  (@ronlin) #NEC2016 https://t.co/71N7vthwE8

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Social Media Highlights

"When the hammer drops, we've got to be ready to rebound" - Tom Jordan @SCEC #NEC2016 #ShakeOut @MayorOfLA @USGS

San Andreas fault 'locked, loaded and ready to rol... - Southern California's section of the San Andreas fault is ‘locked, loaded and ready to roll,’ a leading earthquake scientist said Wednesday at the National Earthquak... - latimes.com

Flash @FederalAlliance · May 4
@ronin interviewing @SCEC Director Thomas H. Jordan #NEC2016

Audrey Raizer and 7 others Retweeted
Leslie Henderson @LesHenderson · May 4
@CalQuake @SCEC science collaboration making EQ insurance more affordable for families. Now that's @QuakeSmart! #NEC2016 @FederalAlliance
Social Media Highlights

Emergency Management @LACOE - May 4
NDTV Mandy Huang interviews @PEER_Center Grace Kang @NEC2016 National EQ Conference Long Beach @FederalAlliance

The media is spreading the word of earthquake resilience with the help of our Earthquake Partners at the National Earthquake Conference: #NEC2016

Gas shut off valves can help cut down number of post EQ fires #NEC2016 @OregonOEM

Lessons for Emergency Managers and Local Governments

- Large fires increase exponentially with earthquake magnitude in a major urban area
- Gas seismic shutoff devices in selected high density areas can significantly reduce the problem
- CERTS (Citizen Emergency Response Teams) can also mitigate the problem to some extent, but fire response essential
- Damage to buried water pipes = loss of water / dry hydrants
- For Fire Departments to have a chance, they need special training and equipment to access alternative water supplies
- State-wide Emergency Water Supply System (EWSS) is needed

You, Zoe LaPointe, Leslie Chapman-Henderson and 74 others

Quake Warning and 1 other Retweeted

Kan Hudnut @kanhudnut May 5
“We need to change the way we communicate about risk” - Mike Golightly.
#equifaction #damage #CHNEW12 #EQ #NEC2016
"If we can do something as simple as #DropCoverHoldOn, we can save lives." - @CraigatFEMA #CascadiaEQ #NEC2016

"The San Andreas fault is locked, ready to roll." What a start to #NEC2016!
Social Media

Highlights

Fox 11 Los Angeles
May 4 at 8:45pm

Thomas Jordan, Director of the Southern California Earthquake Center describes the southern portion of the San Andreas fault as quote - "locked, loaded and ready to roll." DETAILS:

San Andreas Fault Warning: 'Locked loaded and ready to roll'

FOXLA.COM | FOX

2.8K Likes 603 Comments 3.8K Shares

Federal Alliance for Safe Homes, Inc. - FLASH
May 4 at 7:30pm

FLASH is hosting the 2016 National Earthquake Conference in Long Beach this week, and our keynotes are getting the message out.

http://t.co/ywHRBBN #NEC2016

San Andreas fault 'locked, loaded and ready to roll' with big earthquake, expert says

Southern California’s section of the San Andreas fault is “locked, loaded and ready to roll,” a leading earthquake scientist said Wednesday at the National...

LATIMES.COM | BY LOS ANGELES TIMES

Like Comment Share

CEA

Our Chief Mitigation Officer shows how important seismic retrofitting is for older houses #EQuake #NEC2016

2014: Chippewa West Fakultas
2014: Ceppe di Mitigation works

National Earthquake Conference

content
Social Media Highlights

CUSEC @cusec consortium · May 3
Great discussions on building codes & risk reduction at the NEPM meeting. Looking forward to the rest of NEC2016

EOA 20CC · May 4
The good news is that you can get prepared, even for The Big One. earthquakecountry.org/earthquakes/NEC2016

NtLA @ntla LA
San-enstein feast locked, loaded and ready to roll with major earthquake. @CEEC expert says on ntla.com/FITFO

Ellaine E Gonzalez and 1 other Retweeted
Janet Ruiz @InsuringCAL · May 4
Creating a nation that is better prepared for EQ: risk/resilience understanding is key! Gladwell/FEMA #NEC2016 in

Dr. Lucy Jones @DrLucyJones
Comparing San Francisco & LA's approach to EQ resilience with @PatrickOtellini at #NEC2016

4:04 PM - 6 May 2016

@DrLucyJones "The #earthquake is inevitable. The disaster is not." #NEC2016 #CascadiaEQ

Why Earthquake Insurance?

- Earthquake damage is typically not covered by an undirected commercial property homeowners or renters policy.
- To recover from a catastrophic loss.
Social Media Highlights

FEMA Region 10
@FEMARegion10

Resilience is about recovery time. #NEC2016
How long will it take your community get back on its feet after an #EQ?

Kate Hutton
@kjhutton

Maiclaire Bolton from @CoreLogicInc reminding us of a great @DrLucyJones quote! #NEC2016 #MajorKey

The earthquake is inevitable, but the disaster is not.

Doctor Lucy Jones, USGS

Ken Hudnut
@kenthudnut

@DrLucyJones accepts @wsspc Lifetime Achievement Award at #NEC2016 - "we can learn from the disasters of others"
Contributions of time and expertise by the following dedicated professionals made this successful conference possible, and we would like to acknowledge the critical role they played.

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