



Episode 1: Wine rack edition

Subject: What happens to a wine rack in an earthquake? Hosted by Susan Jekarl

Premise: The Totally Unprepared team asks Californians to tell us about the items in their house. Will they survive an earthquake? We put them to the test with side by side secured and unsecured versions on an earthquake simulator at the University of California San Diego Jacobs School of Engineering.

Plot: Susan answers Fred Von Lohmann's question about the earthquake safety of his home wine rack by setting up a demonstration on the UCSD shake-table, where engineer Andy Gunthardt shows Susan and viewers just what happens to a wine rack in an earthquake.

Susan Jekarl is the ultimate disaster geek, who has trained with CERT, Red Cross, LAFD, LA Sheriffs and is a member of California's elite Volunteer Disaster Corps. She was originally motivated to become disaster-ready after her two very active boys were born. The first generation American credits her parents' stories of surviving the bombing of Hiroshima and the Korean War with inspiring her to develop her survival skills.



Media Contact: Jordan Scott (jordan.scott@calema.ca.gov) Phone: 916-845-8445

Reporting angles:

- 1) This first of its kind disaster-preparedness campaign, a joint project of three organizations, incorporates social media in a way that no campaign has ever done before. Its full scope will encompass blogging, YouTube videos, a mobile app, and social sharing.
- 2) September is California Wine Month, where both earthquakes and wine are abundant. Anyone who collects wine will cry when they see what happens to an unsecured wine rack in an earthquake. But never fear, all it takes is a few dollars worth of screws and straps, and you're wine will be safe.
- 3) Earthquake geeks everywhere get an opportunity to live vicariously through Susan as she shakes stuff on the UCSD earthquake simulation table.
- 4) Ever wonder what would happen to your stuff in an earthquake? So did our readers. This video request submitted by San Francisco resident, Fred Von Lohmann, was answered by Susan Jekarl and the team of earthquake engineers at UCSD.
- 5) After a big earthquake, you might really like to be able to open a bottle of wine. Maybe that's the item you should secure next for earthquake safety.

Statistics:

California produced and sold 199.6 million cases of wine in 2010, making up 61% of all wine sold in the United States.

The wine-rich Napa Valley is actually a fault-block basin that is sinking between two strands of the San Andreas Fault complex.

All mountain ranges in California (and the valleys between them) trend north south along the many faults in the state, with the exception of the Transverse Ranges in Southern California, which define the big east/west bend in the San Andreas Fault.

The 2010 vintage of wines from Chile commemorates the heroic efforts of Chilean vintners who were able to salvage the harvest and bottle their wines after the earthquake in February of that year.