

Western States Seismic Policy Council

2011 Awards in Excellence

Outreach to Schools

Administering Agency: Nevada Earthquake Safety Council

Program Name: Drop, Cover, and Hold 3-D Animation

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Program Summary

Wayne Carlson with the Nevada Public Insurance Pool and Carson City High School's Advanced 3-D Animation students, Lucas Holden, Sarah Maier, Kellen Roath, and their instructor Mikel Lopategui, created an animated video, the core of which is a song composed by Wayne on Drop, Cover, and Hold. This project produced a simple, effective message that related to the student audience as well as Nevadans in general, and was designed for release during Nevada Earthquake Awareness and Preparedness Week.

The video is a powerful communication of the best response people can take to be safe from an earthquake, "Drop Cover and Hold." This is the most important earthquake message Nevadans need to know. There are several sub-messages in the video that are important as well, such as "Drop, Cover, and Hold, don't try to be bold" to emphasize not being embarrassed taking protective action, followed by "Protect your head, you'll live instead", which reinforces the value of the action. Word captions are used to help the hearing impaired and further visually reinforce the message.

The song in the video was written by a Nevadan and the ideas and production of the video was by Nevada high school students, making it a strong Nevada-centric product, which has the greatest potential to attract and resonate with a Nevada audience. The song and the video are simple in presentation, which allows the message to be easily received and understood. The message is not only mildly humorous using understated comments and images to keep people's attention, but the song repeats itself several times and creates a powerful "music worm" in most people's minds. The video mentions "Drop, Cover, and Hold" no less than 11 times, clearly creating a memorable message. Further, there is a tendency for people to watch the video a second time. Perfect. Thus, the video is highly attractive to a Nevada audience and is extremely effective.

The students involved with making the video were influenced by the power of this product, the importance of public messages, and how to use their specific talents for the public's welfare which will likely be of benefit to them and society in the future. The materials used for this product were standard computer and program capability that can be found in high school computer laboratories. Skills were required to write the words and music for the song, the various ideas for the presentation, and the production of the video. The inspiration and motivation for the project was initiated by Wayne Carlson by writing and recording the song. The students adopted the project and saw it through to the finish. The video has been uploaded to YouTube so it can be easily accessed by Nevada audiences. It can be found at <http://www.nbmg.unr.edu/nesc/index.html> under "Drop, Cover, and Hold Earthquake Animation."