

# Sample Press Release for Local Media

TEMPLATE FOR NEWS RELEASE

USE AGENCY MASTHEAD

Contact: (insert name)  
(insert phone number)  
(insert email address)

**FOR IMMEDIATE RELEASE**  
(insert date)

## **TSUNAMI EXERCISE TO BE CONDUCTED March 28, 2012**

*(insert community/county/state name)* will join other localities in the Gulf of Mexico, eastern U.S., Puerto Rico, and the Virgin Islands as a participant in a tsunami response exercise on March 28, 2012. The purpose of this exercise is to evaluate local tsunami response plans, increase tsunami preparedness, and improve coordination throughout the region.

*(insert a promotional comment from a local official, such as “The 2010 Haiti and Chile earthquakes and tsunamis have reminded the world again of the urgent need to be more prepared for such events,” said (insert name of appropriate official). “This important exercise will test the current procedures of the Tsunami Warning System and help identify operational strengths and weaknesses in each community.” (Please modify for uniqueness.))*

The exercise, titled LANTEX 12, will simulate a widespread Tsunami Warning and Advisory situation throughout the Atlantic and Gulf of Mexico which requires implementation of local tsunami response plans. The exercise will *(insert “include” or “not include”)* public notification.

Scenario 1 of the exercise will simulate both a major earthquake and tsunami generated 190 miles northwest of Key West, Florida and 210 miles southwest of Tampa, Florida at 9:00am Atlantic Standard Time *(or appropriate local time)* on March 28, 2012. Scenario 2 of the exercise will simulate both a major earthquake and tsunami generated 125 miles southeast of Myrtle Beach, South Carolina. Exercise participants will be provided with a handbook which describes the scenario and contains tsunami messages from the West Coast/Alaska Tsunami Warning Center (WCATWC). The

WCATWC is currently responsible for providing tsunami information to the Atlantic coasts of U.S. and Canada, the Gulf of Mexico coast, Puerto Rico, and the Virgin Islands.

*Insert paragraph tailored for specific community. Could identify participating agencies and specific plans. Could describe current early warning program, past tsunami exercises (if any), ongoing mitigation and public education programs, etc. Could describe tsunami threat, history of tsunami hazards, if any.*

If any real tsunami threat occurs during the time period of the exercise, the exercise will be terminated.

The exercise is sponsored the U.S. National Oceanic and Atmospheric Administration (NOAA) and by the U.S. National Tsunami Hazard Mitigation Program (NTHMP – a partnership of 29 states and territories and three federal agencies). For more information on the U.S. tsunami warning system, see [www.tsunami.gov](http://www.tsunami.gov). For more information on the NTHMP, see [nthmp.tsunami.gov](http://nthmp.tsunami.gov).

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On the Web:

West Coast/Alaska Tsunami Warning Center  
NOAA Tsunami Program

<http://wcatwc.arh.noaa.gov>

<http://www.tsunami.gov>

NTHMP:

<http://nthmp.tsunami.gov>

*Insert state/local emergency response URLs*