

PRESENTATION

An effective presentation of the scenario is critical to attracting public awareness and initiating mitigation action. As a first step, identify the potential audiences for the presentation. The scenario can be explained to a live audience or distributed as a published document. New groups or stakeholders, not envisioned at the start, may have shown interest during the project. Create a distribution plan that will reach all who have a vested interest in seismic safety.

A confusing, unfocused compilation of technical details will not stir an audience to action and will dilute the message of the scenario. Tell a story based on the best scientific and engineering knowledge available. Graphics are an important way to make complex data comprehensible. Colorful bar graphs are more interesting than lists of numbers and equations. Pictures of earthquake damage from similar events in other countries add urgency.

A common map is the single most effective component (Figure 6). On it you can clearly define the geographic focus—show potential landslide locations, the extent of ground motion, liquefaction zones, and the distribution of structural damage. These features can highlight where emergency response will be needed, and where the greatest impacts on recovery and reconstruction are located.

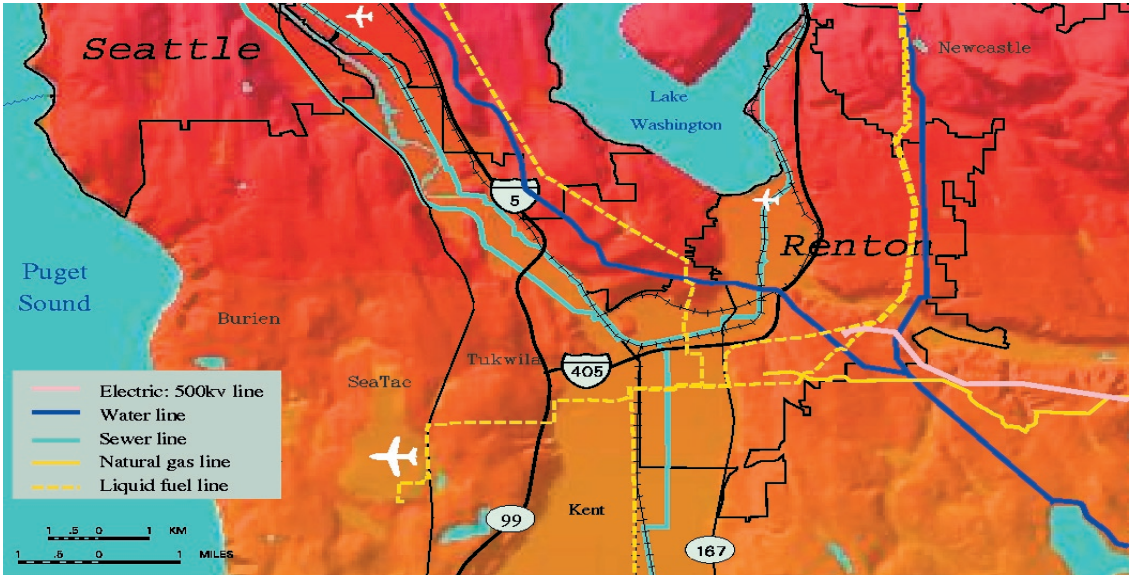


Figure 6: A map used for the Seattle Scenario shows a particularly vulnerable cluster of water, fuel, and sewage lifelines that will experience severe ground motion.

The scenario can be presented in a one-time workshop or in modules that focus the scenario to the interests of different stakeholder groups. For example, an audience that has the power to make decisions on highway retrofit projects is primarily interested in the transportation section of the scenario; present that material in the context of how the damages to the network affect critical functions of the community, such as the availability of medical care and the economic recovery of regional businesses and neighborhoods.

To inspire earthquake preparedness among individuals and to build broad support for government mitigation policies, such as the rehabilitation of schools and other public facilities, present the scenario simply and dramatically. Use newspapers and local television stations to reach the general public. Despite data-intensive statistics, building inventories, or HAZUS printouts the media want dramatic descriptions of the earthquake. Describe the effects of the earthquake in day-to-day terms.

To advocate for stronger building codes and regulations or financial incentives for the strengthening of older buildings, present the scenario to policy-makers and their staff in a more technical and comprehensive form. When speaking to an audience of small business owners, include experts who can explain specific economic impacts of the earthquake. Some seismic effects are beyond a company's direct control, such as disruption to transportation systems, water, power, and communications. However, a business may still have the power to secure the condition of buildings through structural improvements, or the continuity of operations through contingency planning. Banks and insurers will be curious about loss estimation and how risk details were calculated. For such an audience, a demonstration of some of the technical tools used to create the scenario may be useful.

At every opportunity, try to get the audience to commit to actions that can prevent earthquake losses now, in the short term, as well as actions that will need to be taken over time.