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Thank You for Recognizing Our Hard Work!

We knew when we started this campaign that we were onto something new and exciting, but it's nice to be recognized by others as well. Below is a list of awards our earthquake campaign has won.

Cal EMA was recently presented with two awards – both specifically linked to Totally Unprepared – from the [State Information Officers Council](#) recognizing communication and outreach efforts. (May 2012)

The first award was the "Silver Award" recognizing Cal EMA's overall social media efforts to reach out to all Californians and provide critical information that informs and educates on topics related to emergency planning, preparedness, response, recovery, and more. One of the cornerstones of these efforts was the [Totally Unprepared](#) earthquake readiness campaign. Through [Totally Unprepared](#), Cal EMA bolstered its social media presence by presenting a new perspective on the importance of earthquake preparedness. Through [Totally Unprepared](#) and the rest of their social media practices, Cal EMA has reached thousands of individuals and encouraged changes in their preparedness practices.



Here's some of the team beaming as they get to hold the Communicator Awards.



The second award was an "Honorable Mention" presented for "Best Media Campaign" – awarded to [Totally Unprepared](#). [Totally Unprepared](#) and Cal EMA were recognized for the partnership with KPBS which brought our shows, [Totally Unprepared](#) and [Will It Shake?](#) in 23 webisodes, 6 television spots, and one 20-minute program to air on twelve public media stations across California. These media efforts, in conjunction with the online/social media component of [Totally Unprepared](#) saw the message of earthquake safety reach hundreds of thousands throughout California and around the world.



The 18th Annual Communicator Awards honored us by recognizing our [Will It Shake? video series](#) with an Award of Excellence in the [Online Video: Public Service](#) category. The ground-breaking video series also won [Awards of Distinction](#) in the Nonprofit and Viral categories for Online Video.

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The campaign as a whole won an [Award of Distinction](#) in the Integration Campaign: Not for Profit category. (June 2012)

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