

**QUARTERLY PROGRESS REPORT
TOTALLY UNPREPARED**

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INSTITUTION: *University of California, San Diego, UC Institute on Global Conflict and Cooperation (IGCC)*

AGREEMENT NUMBER: SSC 2012-02

SUMMARY:

The Totally Unprepared (TU) Program of individual and community engagement around the topic of disaster preparedness has been uniquely successful in raising the awareness of the California public about earthquake risks and preparedness activities. Targeting the channels of social media, online content and mobile applications, TU broke new ground in preparedness media.

The University of California, San Diego continues to encourage disaster preparedness throughout California by leveraging the work of TU to create a program of live outreach, business, nonprofit, and government partner recruitment; and digital outreach utilizing multiple channels to reach an even broader audience.

I. QUARTERLY ACTIVITIES

In quarter one, Totally Unprepared's activities have been dedicated to partner recruitment aimed at laying the groundwork for outreach efforts and expanded public relations.

TU has participated in a live outreach event at the capitol in 2012 and educated the public on topics surrounding disaster preparedness. Contacts for print media in California have been developed and efforts are underway to recruit corporate partners. Collaboration with New American Media (NAM) is assisting TU in its efforts to identify ethnic media partners and create effective messaging targeted at broader and more diverse audiences. The subcontractor has begun the task of refining the website by gathering feedback from TU staff and Cal EMA. The online campaign was initiated in March and analytics have yet to be collected as online content requires a certain period before data can reflect its' performance.

We also presented to the Commission at its' March 14th meeting and updated the commission and attending public on the current and planned program activities. We were also able to deliver the award statuettes to the commission and Cal EMA for prizes received by the Totally Unprepared program.

II. PROGRESS TOWARD GOALS

In the next quarter, activities will include roundtables held in San Francisco and Los Angeles with NAM in order to elicit participation from local ethnic news media focusing on preparedness and climate change. TU will continue to engage partners, such as schools, nonprofits, government and businesses through presentations and meetings with key stakeholders. Meetings with the American Red Cross have begun

to establish a strategic plan outlining efforts to collaborate on outreach events, school engagement and co-branding. As part of TU's digital outreach, the subcontractor will continue the online campaign focusing on social media and the creation of blogs, as well as create a wireframe and wrap up the website redesign. In addition, efforts to expand and refine the TU Mobile App will begin to incorporate RSS feeds and other automatic data feeds as well as the co-branding with a major carrier or carriers.

III. ISSUE/IMPACTS ON PLANNED WORK

The main challenge encountered in the launch of Totally Unprepared was the delayed awarding of a grant from a key supporter, Cal EMA. However, work proceeded as expected in quarter one.

IV. CURRENT EXPENDITURES

All funds are on track to be spent by September 30, 2013.