

Insert Date

Insert Address

Dear [Insert Regional POC]:

As you know, your community is participating in a project to update local flood risk data as part of the Federal Emergency Management Agency's (FEMA) effort to update flood insurance rate maps (FIRMs) nationwide to reflect communities' current flood risk. These updates may have mitigation and flood insurance implications for property owners. *Given recent National Flood Insurance Program reform legislation, it is critical that as a FEMA Regional representative, you communicate information about these changes to local media.*

FEMA has developed the enclosed media outreach materials for your use in its effort to help make communities safer and stronger by identifying flood hazards, actions that reduce their impact, and available resources. The enclosed Appeals Process Radio Public Service Announcement (PSA) 30-second Script; Appeals Process Radio PSA Program Director Pitch e-mail; Appeals Process TV Media Advisory; and TV Producer Pitch e-mail are intended to support your efforts in notifying your community members, through media influencers, about their opportunity to review the preliminary FIRMs, and participate in the 90-day Appeals Period. During this period, citizens have the opportunity to submit technical or scientific data to support an objection to the preliminary flood hazard information.

FEMA recognizes your community is unique and so are your needs. That is why the media outreach materials are designed to be tailored to your individual community and contain placeholders for FEMA Regional contacts and Web sites/pages devoted to the preliminary FIRM changes.

It is important to remember any communication with your community members is an opportunity to remind them of the importance of understanding local flood risk and how they can mitigate that risk. Please visit www.X.gov for additional information that may prove helpful in future conversations with media about flood risk, flood mitigation, and flood insurance.

Please do not hesitate to contact me at [XXX-XXX-XXXX] with any questions or concerns.

Thank you.

[X]