

Radio PSA Script: Program Director E-mail Pitch

Subject Line: [County/Community Name] Residents Have 90 Days to Appeal Preliminary Flood Insurance Rate Map Update

Dear [Program Director Name]:

A proposed flood insurance rate map update for [County/Community name] is nearing completion. Before the new map becomes effective, community members have the opportunity to review the updated flood risk data and provide additional technical or scientific data during the official 90-day Appeals Process that begins [day, month].

The community is participating in the flood insurance rate map change as part of the Federal Emergency Management Agency's (FEMA) effort to update maps nationwide to reflect communities' current flood risk. These updates may have risk reduction and flood insurance implications for property owners, so it is critical for residents to be aware they have 90 days to review the proposed maps, and identify any concerns that should be raised during the Appeals Process.

The attached 30-second PSA script emphasizes the importance of the 90-day Appeals Period and provides information regarding where residents can learn more about the proposed flood insurance rate map change and how to file an appeal. ***Please record this important PSA and enter it into your regular station rotation so that residents are fully aware of the map change and the actions they can take, if needed, to appeal.***

Please contact me at [XXX-XXX-XXXX] or [insert e-mail address] with any questions.

Thank you.

]FEMA Contact Name,

Project Officer,

FEMA Region Roman Numeral]