

TV Producer E-mail Pitch

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

Dear [Producer Name]:

[County/Community name] residents should know that a proposed flood insurance rate map update 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 to further improve the map during the official 90-day Appeals Process, which begins (Day, Month).

The community is participating in a 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 that residents are aware they have 90 days to review the preliminary maps to learn about local flood risk and flood insurance requirements, and identify any concerns that should be raised during the Appeals Process.

The attached Media Alert emphasizes the importance of the 90-day Appeals Period provides information regarding where residents can go to learn about the preliminary flood insurance rate map and how to file an appeal. ***Please cover this preliminary map change and the 90-day Appeals Process during your morning and evening broadcasts so 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]