**PUBLIC AFFAIRS**

**Public Affairs**

**Welcoming Our New Director of Public Affairs:** Copeland Tucker has recently joined the National Hydropower Association in this senior role at our organization. He brings many years of experience in communications and public affairs, serving on Capitol Hill for clean energy champions, as well as in the public relations world, where he advised major companies on promoting their energy transition research. He’s eager to help tap into diverse audiences and partner with new stakeholders to help elevate the work of our industry and share the benefits of hydropower.

**National Hydropower Day:** This annual commemoration of all things hydropower was a major success. National Hydropower Day posts reached millions of users across social media and news platforms, and our messages were uplifted by large organizations like the Department of Energy and hydropower champions in Congress, including Sens. Lisa Murkowski, Steve Daines and Jim Risch; Reps. Cathy McMorris Rodgers, Mary Peltola, Dan Newhouse and Marie Gluesenkamp Perez; and Montana Gov. Greg Gianforte. We also thank all our members for adding to this national conversation. Please see the brief slide deck within the appendix for more key takeaways from National Hydropower Day.

There is also an upcoming opportunity to share the benefits of hydropower across the world on Global Hydropower Day, which is happening Wednesday, October 11th.

**Clean Living Digital Ad:** Thanks again to our members who helped fund our “Clean Living” digital media campaign aimed at millennials in 10 states. Our message seeks to encourage people to think about the importance of clean energy in their daily lives, and why hydropower is so important as it’s the 24/7 foundation for a ready and reliable electricity grid. The campaign is now running on streaming platforms and social media, such as Facebook and Instagram, and we are eager to share the successes of this major effort.

**Adding More Value to Meetings:** In order to make our committee meetings more valuable to our members and to make sure those who can’t make it don’t miss out on important information, we will begin sending the top takeaways from each bi-monthly meeting to our members, including relevant messaging points. This change will also help to ensure all communicators have the tools you need to respond to difficult questions from media and other stakeholders.

**Key Coverage**

**Why you should give a damn about America’s dams, The Hill,** Sep 6, 2023

*Opinion column by Dan Reicher, Tom Kiernan, and Malcolm Woolf*

“Congress now needs to take the next steps to increase dam safety, boost clean energy deployment and enhance ecological systems across the nation. At the top of the list is the bipartisan 21st Century Dams Act, which would invest billions of dollars more in the implementation of the 3Rs plan. Also critical is reforming the hydropower licensing process, which would address the cost and delays that bog down hydropower projects while also speeding up the decommissioning process for removing hydropower dams. With more than thirty percent of all hydropower licenses in the country set to expire by 2030, it’s time to reform these processes so we can both maintain this important energy source and improve river health.”

**SWPA Celebrates 2023 National Hydropower Day, Energy.gov**, August 23, 2023

“As a way to collectively recognize hydropower’s undeniable contributions to bolstering the nation’s clean energy infrastructure and providing grid resiliency and reliability benefits, the National Hydropower Association (NHA) has established August 24th as National Hydropower Day. This year’s theme is Hydropower is Key and celebrates that hydropower is the key to cleaner communities, local job creation, and a dependable clean energy future.”