

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Excellence in Communications award presented to Los Alamos County Utilities

Los Alamos, New Mexico— On Wednesday, the Los Alamos Department of Public Utilities (DPU) received an Excellence in Public Power Communications Award from the American Public Power Association (APPA) at its annual conference in Louisville, Kentucky.

DPU received the award for social media and web communications based on its “Max Charge” campaign for an electric vehicle fast charger ribbon cutting event held in July 2024. The campaign was done in the style of the Back to the Future movies.

“We’ve worked hard to positively capture the attention of the public in our communications,” said DPU Public Relations Manager Cathy D’Anna. “It’s important to communicate with the public not only when the power is out, but also when everything is going well. DPU’s staff cares about this community and we try to find opportunities to engage so that folks recognize us as part of it and more than simply the source of a monthly bill.”

Earlier in the week, APPA also awarded DPU with a Public Power Customer Satisfaction Award. Joann Gentry, DPU Business Operations Manager, accepted both awards on behalf of DPU.

APPA is the voice of not-for-profit, community-owned power utilities. It represents public power before the federal government to protect the interests of the more than 54 million people that public power utilities serve, and the 96,000 people they employ. APPA advocates and advises on electricity policy, technology, trends, training, and operations.

For more information on public power, visit PublicPower.org. To see some of the Max Charge communications campaign materials on the web, please visit ladpu.com/MaxCharge.

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