

**Full Spectrum Communications Founder to Moderate National Panel on  
Hydropower Communications Issues  
*Cohoes Mayor McDonald to Participate***

LOUDONVILLE, New York (April 3, 2008) – Lela R. Katzman, owner and president of Full Spectrum Communications, will act as the moderator for a national panel on communications issues common to the hydropower industry.

John T. McDonald III, Mayor of the City of Cohoes, is one of the three experts Katzman recruited for the panel, "*Case Studies: Working Together to Achieve Successful Outcomes.*" The panel will be held on Wednesday, April 16 during the National Hydropower Association's annual meeting in Washington, DC.

McDonald will highlight the positive relationship that the City has built with Brookfield Renewable Power, owner and operator of the School Street Hydroelectric Generating Facility in Cohoes. Other experts on the panel – Mark Oakley of Duke Energy, Charlotte, North Carolina, and David Steindorf of American Whitewater, Chico, California – will discuss case studies of contentious situations that ended in successful outcomes.

According to Katzman, seeking the right individuals for the panel has been a labor of love. "Over the past several months, I've spoken to diverse stakeholders throughout the United States involved in some manner with the hydropower industry, from leaders of municipalities to power company executives," Katzman said. "I wanted to find just the right mix of experts so that attendees are offered broad insight into the various issues that affect the nation's hydropower industry, as well as the communities that surround these generating plants."

Katzman has been active in the National Hydropower Association for five years, two as the co-chair of the association's public affairs committee. She is a strong proponent of investing in renewable energy technologies to help the United States decrease its dependence on foreign oil.

*Full Spectrum Communications, headquartered in Loudonville, New York, offers creative public relations and marketing communications solutions to a variety of clients in the U.S., including Brookfield Renewable Power, GE and the Wild Center/Natural History Museum of the Adirondacks.*

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