



National Hydropower Day 2023 Wrap-Up

NATIONAL
HYDROPOWER
DAY **AUGUST 24, 2023**

HYDROPOWER IS  **KEY**

#HydroDay

Executive Summary



Editorial Mentions 382

The number of times Hydro Day messaging appeared in articles



Broadcast News Mentions 8

The number of mentions on broadcast news



Government Engagement 19

Number of Twitter posts from Federal and State government officials



Articles on Social Media 396

Number of times articles about National Hydropower Day were shared on social media



Yahoo! Finance
us | Aug 23, 3:30

National Hydropower Day
2023: Celebrating America's
First Renewable on August 24
46.1m Reach



AP Associated Press
us | Aug 23, 3:31

National Hydropower Day
2023: Celebrating America's
First Renewable on August 24
35.7m Reach



KTLA 5 KTLA-TV
us | Aug 23, 4:30

National Hydropower Day
2023: Celebrating America's
First Renewable on August 24
8.0m Reach



Washington Exam...
us | Aug 25, 1:47

Daily on Energy: Interior hides
behind rare whale in oil and
gas Gulf fight
6.0m Reach



FOX Fox 8 News
us | Aug 23, 3:30

National Hydropower Day
2023: Celebrating America's
First Renewable on August 24
4.4m Reach



WGN WGN-TV
us | Aug 23, 4:24

National Hydropower Day
2023: Celebrating America's
First Renewable on August 24
3.6m Reach



FOX 59 NEWS WXIN-TV
us | Aug 23, 3:30

National Hydropower Day
2023: Celebrating America's
First Renewable on August 24
2.4m Reach



Department of En...
us | Aug 24, 12:13

Hydropower Is Key to a Clean
Energy Future—Here's Why
2.2m Reach

Federal & State Engagement



Industry Arranged Tours

Two industry members (Tacoma PUD and NorthWestern Energy) invited and organized tours for their members of Congress



Theme Utilization

Dept. of Energy and Members of Congress used the "Hydropower is Key" theme, as well as the social media toolkit



Continuing Dialogue

National Hydropower Day provides another opportunity to reach out to Congressional offices and educate them about hydropower, acting as a starting point for further advocacy

US Depart | US
 Happy National **Hydropower Day!** Hydropower plays a significant role in America's clean energy infrastructure, strengthening our nation's

4.92M 405 31.4k Positive

Governor Greg Gianforte | US | Aug 24 · 4:53 PM
 generate reliable energy for more than 950,000 households across Montana and the West. Happy **#hydroday** 📷:
 @MTDEQ
<https://t.co/bv6oGqJZE6>

19.5k 83 2.44k Positive

Jim Risch | US | Aug 24 · 1:18 PM
 the permitting process for private hydropower infrastructure because I know **#hydroiskey** to Idaho. **#hydroday** <https://t.co/alytIK9tHt>

118k 75 4k Positive

Rep. Mary Peltola | US | Aug 24 · 5:11 PM
 Happy National **Hydropower Day**, Alaska! The Bradley Lake Dam, a 120-megawatt project just outside of Homer, generates 10 percent of the railbelt's energy consumption. That's reliable, renewable energy powering 1 in 10 lights across Southcentral and the Interior. <https://t.co/>

Hydropower Day

5.71k Reach 21 Engagement 741 Views Positive

U.S. Department of Energy | US | Aug 24 · 3:13 PM
 💧 Happy National **Hydropower Day** 💧 This clean energy source can be relied on during periods of high energy demand and even during droughts.

824k 55 31.4k Positive

CathyMcMorrisRodgers | US | Aug 24 · 2:06 PM
 Happy National **#hydroday** ! Hydropower accounts for nearly 70% of the electricity generated in Washington State, but only 3% of all dams

53.2k 48 2.44k Positive

Rep. Dan Newhouse | US | Aug 24 · 12:04 PM
 This National **#hydroday** , I'd like to recognize the crucial role the Lower Snake River Dams play in Central Washington and the Pacific

25.2k 72 31.4k Positive

Rep. Marie Gluesenkamp Perez | US | Aug 24 · 2:11 PM
 It's National **Hydropower Day!** Access to affordable, reliable clean power is dam important for Southwest Washington. I'll keep working to

9.58k 65 2.44k Positive

Sen. Lisa Murkowski | US | Aug 24 · 3:05 PM
 all the innovative projects that provide its clean, renewable, baseload power in our state on this **#hydroday** !
<https://t.co/iBlopNnnDH>

327k 58 4k Positive

Bureau of Reclamation | US | Aug 24 · 9:29 AM
 [QT] @Interior: Happy **#hydroday** ! ;
 .@usbr is the 2nd largest producer of hydropower in the U.S., operates 53 hydroelectric powerplants and delivers enough electricity to serve 3.7 million homes. <https://t.co/1BlgWjm57h>

hydroday, #HydroDay

10.5k Reach 23 Engagement 1.58k Views Positive

Steve Daines | US | Aug 24
 Happy National **#HydroDay!**

Hydropower supplies affordable, reliable energy and creates good-paying MT jobs—nobody knows that better than @FlatheadElec General Manager Mark Johnson who relies on hydropower to serve Montanans.

15 8 25 4,058

Energy and Commerce Committee | US | Aug 24
 It's **#HydroDay!** Chair @CathyMcMorris is leading to:

- 1 Shorten the licensing process for hydropower projects
- 2 Confirm hydropower as an essential renewable energy resource
- 3 Address COVID related construction barriers to new projects

Read more:

energycommerce.house.gov
 Chair Rodgers Introduces Bill to Unleash Clean, Re...
 The Committee on Energy and Commerce is the oldest standing legislative committee in the U.S. ...

4 609

Industry Engagement

Industry Shared Their Stories

Industry took to social media and shared stories about their work in hydropower

Press Releases

Various hydropower industry members published press releases in celebration of National Hydropower Day, highlighting their assets and community work.

Theme Utilization

Industry used the "Hydropower is Key" theme and expanded on it by adding unique perspectives and images of their own hydro assets

Turlock Irrigation District @TurlockID · Aug 24
 It's **#HydroDay!** We're proud to be generators of clean, renewable hydropower! With multiple large and small hydroelectric plants with a capacity of more than 232 MW, we're helping power the lives of 240,000 people with clean, carbon-free energy.



0:03

3 9 528

Bonneville Power @bonnevillepower · Aug 24
 It's **#HydroDay!** For more than century, hydropower has fueled the NW with reliable clean energy. Hydro's dependability & flexibility enable the integration of intermittent renewables like wind & solar. Together, we're leading the NW into a bright, clean energy future. **#HydroDay**



#HydroDay

1 3 216

FirstLight Power @FirstLightPower · Aug 24
 Happy **#HydroDay!** We're proud to deliver **#clean, local #hydropower** to communities across North America, and we look forward to facilitating the continued legacy of this reliable and flexible **#cleanenergy** resource as **#decarbonization** of the electric grid advances.



Happy Hydropower Day

1 2 5 135

Tennessee Valley Authority @TVA | US | Aug 24 · 9:45 AM
 It's National **#hydroday** - a day to remember all the benefits provided by our system of dams, including renewable energy, water quality and

32.9k 29 31.4k Positive

Eagle Creek Renewable Energy LLC @EagleCreekRenewable
 3,717 followers
 1mo ·

America's first **#renewable** energy source. **#hydropower**, is being celebrated today, **#HydroDay!** **#HydroIsKey** to keeping the lights on in our homes and businesses, and every year, we love to take the opportunity to share how hydro benefits our lives each and every day!



#HydroDay

Nevada Irrigation District @NevadaIrrigationDistrict
 834 followers
 1mo ·

On **#HydroDay**, we celebrate America's first renewable industry and recognize that **#HydroIsKey** to securing a dependable **#cleanenergy** future. For over half a century, NID has utilized this power from the Sierra Nevada's flowing ...see more



#HydroDay

Corps of Engineers @portlandcorps
 Twitter | US | Aug 24 · 4:21 PM

Happy **#nationalhydropowerday** to all who celebrate. To those who don't: Happy Thursday. <https://t.co/7yhdVgyabP>

nationalhydropowerday, #NationalHydropowerDay

7.61k 26 434 1 Positive

hydroday, #HydroDay


Duke Energy @DukeEnergy
 Twitter | MM | Aug 23 · 1:00 PM

Hydropower has helped shape the landscape of the Carolinas since 1904 – and will continue to be instrumental in our clean energy future. Happy National **#hydroday** <https://t.co/0WmvzTgE9k>

121k Reach 26 Engagement 2.65k Views Positive

Stanley Kocon · 2nd
 CEO at Voith Hydro Inc.
 1mo ·

On this National Hydropower Day, I am energized by the enormous opportunities in the U.S. **#hydropower** market. After more than 120 years of hydroelectric generation in the U.S., hydropower continues to be resilient ...see more




Michael Purdie and 168 others 2 comments · 5 reposts

Like Comment Repost Send

Tacoma Public Utilities @TacomaPublicUtilities
 4,932 followers
 1mo ·

Yesterday was National Hydropower Day, and we are continuing to celebrate! We were honored to recently host Rep. Marie Gluesenkamp Perez (D-WA-03) and Lewis County Commissioner Scott Brummer for a tour of Mossrock ...see more




Kurt Miller and 96 others 3 comments · 1 repost

Like Comment Repost Send

Patti Poppe · 2nd
 Chief Executive Officer at PG&E Corporation
 1mo ·

Reminiscing this National **#HydroDay** about my visit to our Pit 3 Powerhouse last year! **#loveyourworkers** who safely maintain our reliable, clean **#hydroelectric** resources day in & day out. **#DidYouKnow**: our hydroelectric system ...see more



Malcolm Woolf and 324 others 8 comments · 4 reposts

Like Comment Repost Send

Allison Lunde, PE, MBA, MS · 2nd
 Dam Safety/Structural Engineer, Midwest Regional Man...
 1mo · Edited ·

Happy National Hydropower Day!
 My love for the industry grows each year. It is a truly unique industry ...see more



Christopher Rousseau, P.E. and 64 others 3 comments · 2 reposts

Like Comment Repost Send



Looking Forward to #HydroDay 2024!

NATIONAL
HYDROPOWER
DAY **AUGUST 24, 2023**

HYDROPOWER IS  **KEY**

#HydroDay