

HYDROPOWER
DAY AUGUST 24, 2023



#HydroDay

Executive Summary



Editorial Mentions

382

The number of times Hydro Day messaging appeared in articles



Broadcast News Mentions

The number of mentions on broadcast news



Government Engagement

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





Associated Press us | Aug 23, 3:31

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

35.7m Reach





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



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

4.4m Reach





WGN-TV us | Aug 23, 4:24

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

3.6m Reach

GlobeNewswi by **notified**



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

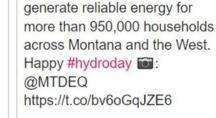


Continuing Dialogue

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



clean energy infrastructure, strengthening our nation's





Positive O



the permitting process for private hydropower infrastructure because I know #hydroiskey to Idaho. #hydroday https://t.co/alytlK9tHt



© 4.92M = 405 @ 31.4k Positive O



Governor Greg Gianforte 🐡 @G

Twitter | US | Aug 24 - 4:53 PM





U.S. Department of Energy 🐶 @ Twitter | 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.



hydroday, #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 O

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

Steve Daines @ @SteveDaines · Aug 24

Happy National #HydroDay!



It's National Hydropower Day! Access to affordable, reliable clean power is dam important for Southwest Washington, I'll keep working to



Twitter | US | Aug 24 · 3:05 PM

Sen. Lisa Murkowski 🕏 @lisamı

Positive O



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Bureau of Reclamation @ @usbr Twitter | 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/1BlgWim57h







tΓ

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



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.







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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



HYDROPOWER IS KEY

+ Follow · · ·







It's National #hydroday - a day to remember all the benefits provided by our system of dams, including renewable energy, water quality and



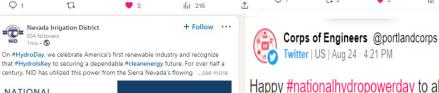
Positive O

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

Hydropower has helped shape the landscape of the Carolinas since 1904 - and will continue energy future. Happy National #hydroday

https://t.co/0WmvzTgE9k





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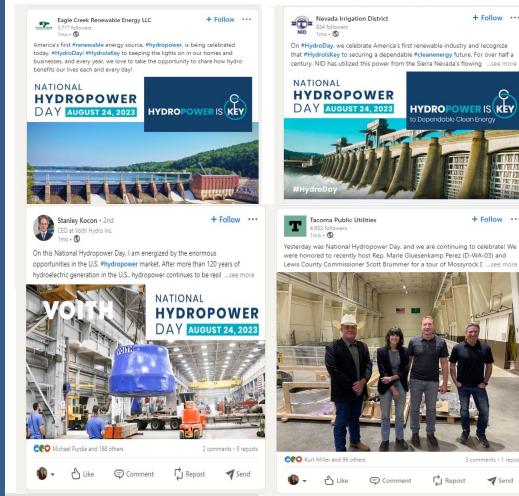
Happy #nationalhydropowerday to all who celebrate. To those who don't: Happy to be instrumental in our clean Thursday. https://t.co/7yhdVgyabP

Happy Hydropower Day

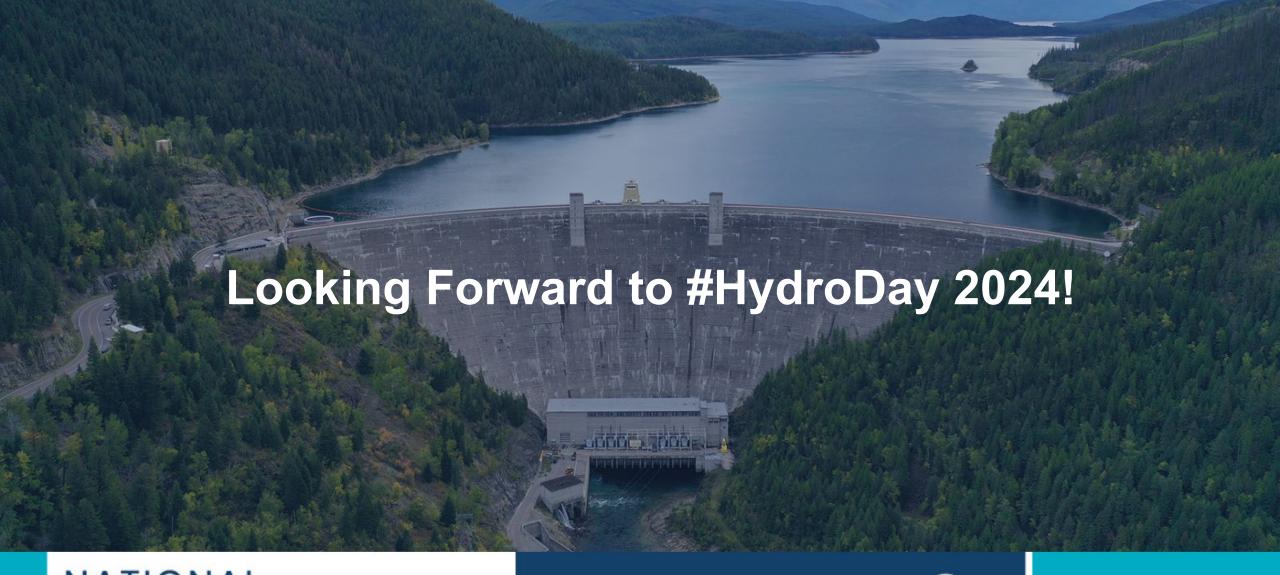
nationalhydropowerday, #NationalHydropowerDay

hydroday, #HydroDay









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#HydroDay