



# 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



**Y!** 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 | [Twitter](#) | [Share](#) | [Retweet](#) | [Reply](#) | [More](#)

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 | [@C](#)

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 | [@SenatorRisch](#)

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 · 5:00 PM | [Twitter](#) | [Share](#) | [Retweet](#) | [Reply](#) | [More](#)

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 | [Twitter](#) | [Share](#) | [Retweet](#) | [Reply](#) | [More](#)

💧 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 | [@ca](#)

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 | [@RepNe](#)

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 | [Twitter](#) | [Share](#) | [Retweet](#) | [Reply](#) | [More](#)

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 | [@lisam](#)

all the innovative projects that provide its clean, renewable, baseload power in our state on this **#hydroday** ! <https://t.co/iBlpNnnDH>

327k | 58 | 4k | Positive

**Bureau of Reclamation** | US | Aug 24 · 9:29 AM | [@usbr](#)

[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 | [@SteveDaines](#)

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 | [@HouseCommerce](#)

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](https://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** @EagleCreekRenewableEnergy | 3,717 followers | 1mo · **Follow**

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!



NATIONAL HYDROPOWER DAY AUGUST 24, 2023 HYDROPOWER IS KEY

**Nevada Irrigation District** @NevadaIrrigationDistrict | 834 followers | 1mo · **Follow**

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



NATIONAL HYDROPOWER DAY AUGUST 24, 2023 HYDROPOWER IS KEY to Dependable Clean Energy

#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

**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>




hydroday, #HydroDay

121k Reach 26 Engagement 2.65k Views Positive

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

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




VOITH NATIONAL HYDROPOWER DAY AUGUST 24, 2023

Michael Purdie and 168 others 2 comments · 5 reposts

Like Comment Repost Send

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

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 Mossyrock ...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 · **Follow**

Reminiscing this National **#HydroDay** about my visit to our Pit 3 Powerhouse last year! **#lovemycoworkers** 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 · **Follow**

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