



NOVEMBER 2023 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

The UCRRA Recycling Outreach Team recognizes that America Recycles Day (ARD) is a great opportunity to raise awareness about the importance of recycling. America Recycles Day (ARD) is a national campaign with the goal of educating and encouraging individuals on how to be more mindful of what they consume, and where and how to recycle properly. In 2023, America Recycles Day will center on the “Recycling Reality Check” campaign, aimed at taking some of the mystery out of materials recovery and clarifying some myths surrounding recycling. Following the 2023 Recycling Reality Check messaging, our ARD campaign focuses on what to recycle and how-to tips to correctly prepare recyclables.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,261 FOLLOWERS	INSTAGRAM 1,166 FOLLOWERS	MAILCHIMP 4,988 SUBSCRIBERS	YOUTUBE 24 VIEWS / 0.3 HRS
SOCIAL MEDIA	Reducing dinner party food waste, how to have an eco-friendly dinner party (Thanksgiving), Try bokashi composting for Turkey carcasses, America Recycles Day 2023, and upcoming events & classes		
RADIO	<p>15 sec “America Recycles Day 2022”</p> <p><i>America Recycles Day is November 15th. When we recycle correctly, recycling creates green jobs, conserves natural resources, and creates less environmental pollution. But when we wish-cycle, it can damage equipment, harm workers, and ruin the value of other recyclables. Know before you throw. Check your local recycling guidelines. Visit UCRRA.org</i></p> <p>15 sec “Recyclopedia”</p> <p><i>Before throwing something in the trash, have you ever wondered – is there a better way to recycle this? This is Angelina Brandt, Director of Sustainability at the UCRRA . Visit our online A – to-Z Recyclopedia and find out the best way to get rid of things like old paints, chemicals, tires, air conditioners, electronics, and more! Visit UCRRA dot org and follow our stories @UCRRA</i></p>		

PRINT	<ul style="list-style-type: none"> • 11/01 - 11/30 Digital Ad in Shawangunk Journal (America Recycles Day or ARD campaign) • 11/08 – 11/28 Digital Ad in Hudson Valley One (ARD campaign) • 11/09 Print Ad in Shawangunk Journal (ARD campaign) • 11/10 - 11/30 Digital Ad in Daily Freeman (ARD campaign) • 11/12 Print Ad in Daily Freeman (ARD campaign) • 11/15 Print Ad in Hudson Valley One (ARD campaign) • 11/16 Print Ad in Shawangunk Journal (ARD Campaign) • 11/19 Print Ad in Daily Freeman (ARD Campaign)
WEBSITE/BLOG	<ul style="list-style-type: none"> • New blog article “America Recycles Day 2023” • View all upcoming UCRRA Events and Classes are archived online at: https://ucrra.org/events-classes/
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • A special America Recycles Day memo was circulated to all Town Supervisors/Mayors and Town clerks, all County Legislators and Exec, all Climate-Smart or Environmental Conservation committees and task forces, all School District Superintendents and principals, and other eco-contacts. • +0 media kits requested this month (70 kits requested YTD)

OUTREACH EDUCATION EVENTS

+77 CALLS / 3.6 HOURS RECYCLING HOTLINE (11/01- 11/17) (1,571 CALLS/97.3 HRS YTD)	+57 ADULT PARTICIPANTS (1,465 ADULTS YTD)	+148 YOUTH PARTICIPANTS (1,203 YOUTH YTD)	+ 11.5 HOURS (236.5 HOURS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> • 11/06 – “Recycle Right Sorting Game” for Grades PreK – 1 Kerhonkson Elementary School • 11/15 – NYSAR3 Annual Recycling Conference - panelist for session “Inviting the Elephant into the Room” • 11/29 – “Greening the Holidays” presentation for SUNY Ulster Environmental Club 		
FACILITY TOURS	<ul style="list-style-type: none"> • 11/06 Tour for Highland High School (History/Government Class) • 11/20 Tour for Tubby's Kitchen Kingston 		
EVENTS	<ul style="list-style-type: none"> • 11/04 Outreach Booth at Kingston Farmers Market 		
SITE VISITS & CONSULTATIONS	None this month		
NEW MEDIA OR TEACHING TOOLS	None this month		