



APRIL 2025 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

This month, UCRRA is now accepting volunteer applications for the 3rd annual Master Composter Master Recycler Volunteer Training and Certification Course. The 25 hour training will be offered Mon. Weds. Fri. in June and will cover topics like the waste-climate connection, recycling, plastic pollution and solutions, composting, environmental education leadership, and more. As our seasonal programs ramp up, we're encouraging electronics recycling and safe disposal of chemicals and paint. We're also sharing about the "People Over Plastic" Advocacy Day in Albany, and promos for our new Reuse List. Our FAQ Friday series shared some context for why glass recycling can be non-circular, encouraging alternative methods to reuse or recycle it.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,511 FOLLOWERS	INSTAGRAM 1,388 FOLLOWERS	MAILCHIMP 5,274 SUBSCRIBERS	YOUTUBE 1949 VIEWS / 8 HRS
SOCIAL MEDIA	<ul style="list-style-type: none"> • MCR Volunteer Recruitment opens • MCR Volunteer Testimonials • E-waste Season Opens! • UCRRA Tree & Shrub Give-a-Way Day • FAQ Friday - What's up with glass recycling? • UCRRA Diversion Programs • UCRRA "Find a Reuse Organization" List • Advocacy Day in Albany • UCRRA Now Hiring – Drivers 		
RADIO	<p>Electronics Recycling (15 sec)</p> <p><i>Did you know Ulster County Resource Recovery Agency recycled 600,000 pounds of electronics last year? Electronics are accepted for FREE every Saturday, April through November, from 8am – 2pm at the Main Office in Kingston. Call 336-0600 or visit UCRRA.ORG</i></p> <p>Spring Compost Bin Sale 2022 (15 sec)</p>		

	<p>Attention Green Thumb Gardeners! U C R R A is offering a Compost Bin & Rain Barrel Sale! For a limited time, pre-order from a wide selection of home compost bins and tools, and pick up supplies at our one day special event in Kingston. To pre-order online, visit UCRRA.ORG</p> <p>April HHW Event Promo (30 sec)</p> <p>Support for the Radio Kingston Community Fund is provided by the Ulster County Resource Recovery Agency – U C R R A. Four times a year – by appointment only – the Agency offers free Household Hazardous Waste events to Ulster County residents for the safe disposal of household cleaning chemicals, paint, old gasoline, fluorescent lightbulbs, and more. Last year, the agency recovered over 90,000 pounds of toxic chemicals. Learn more by clicking Events and Classes at UCRRA.ORG</p>
PRINT	<ul style="list-style-type: none"> • 04/01 – 04/30 Digital Ad on Hudson Valley One website • 04/01 – 04/30 Digital Ad on Daily Freeman website • 04/01 – 04/30 Digital Ad on Shawangunk Journal and Kingston Wire website • 04/06 - Print advertisement in Daily Freeman • 04/09 - Ad in Ulster Publishing's Hot off the Press digital newsletter • 04/10 - Print Advertisement in Ulster Publishing's "Spring In the Valley" by Hudson Valley One • 04/10 - Print advertisement in Shawangunk Journal • 04/17 - Print advertisement in Daily Freeman "Home and Garden" • 04/20 - Print advertisement in Daily Freeman • 04/23 - Ad in Ulster Publishing's Hot off the Press digital newsletter
WEBSITE/BLOG	<ul style="list-style-type: none"> • UCRRA Household Hazardous Waste Collection Program announced • UCRRA Spring Compost Bin and Rain Barrel Sale – SHOP NOW! www.ucrra.org/events-classes/
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • 04/01 "Think Spring" Newsletter sent to 5,244 recipients • https://mailchi.mp/ucrra/think-spring-march-2025-news-6741849 • + 12 media kits requested this month for Greenway Environmental, Cragmoor Free Library, Elting Memorial Library (New Paltz), Kingston Library, Olive Free Library, Plattekill Library, Rosendale Library, Saugerties Public Library, Stone Ridge Public Library, Town of Ulster Public Library, Walkkill Public Library, Woodstock Library (24 kits YTD)

OUTREACH EVENTS

+276 CALLS / 14.5 HOURS HOTLINE (04/01- 04/30) (1,292 CALLS/35.9 HRS YTD)		+226 ADULT PARTICIPANTS (293 ADULTS YTD)	+32 YOUTH PARTICIPANTS (46 YOUTH YTD)	17.5 HOURS (29.25 HRS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> 04/24 <i>Recycle Right</i> class for Woodland Pond 			
FACILITY TOURS	<ul style="list-style-type: none"> 04/02 <i>Demonstration Garden & Recycling TOUR</i> for Highland Middle School 			
EVENTS	<ul style="list-style-type: none"> 04/05 Cornell Cooperative Extension Garden Day 04/05 UCRRA Household Hazardous Waste Collection Event 04/19 UCRRA Earth Day Tree & Shrub Give-a-way 04/25 Plastic People Documentary at Rosendale Theater 			
SITE VISITS, CONSULTATIONS	Stony Run Apartments (ongoing)			
NEW MEDIA OR TEACHING TOOLS	NEW UCRRA Compost Book List			
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> 04/04 Bin Rental for Women's Studio Rosendale 04/08 – 04/10 NYSAR3 Annual Organics Summit in Troy NY 04/22 - Zero Waste C2NY Webinar 04/23 – HVRC Materials Management Working Group 04/30 – NYSAR4 Women for Recycling Committee 			

