



BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT

Al Ivany, Chief

June 16, 2023 – July 15, 2023

HUNTER EDUCATION/ RECRUITMENT, RETENTION, REACTIVATION (R3)/ NASP

Hunter Education (Joe Leskie, Keith Griglak, Sam Forlenza, Courtney Venuti)

The New Jersey Hunter Education Program operates within a fiscal year reporting cycle. During the FY 23 report period, 79 total Hunter Education classes were conducted at 15 locations throughout the state with 4,945 students graduating a hunter education course and completing the following disciplines: 2,955 Firearms and 1,990 Archery. Of the 4,945 certifications, 3,935 were unique individuals. As for attendance rates, the program had a 22% no-show rate during the report period and was comprised of 11.5% females. A total of 4,801.5 hours of time were donated to the program by dedicated active instructors. Fifteen (15) students completed the Remedial Sportsmen Education class during this reporting period.

Staff finalized the Hunter Education live-fire range session registration schedules for the second half of the Hunter Education season. Registration for 'second half' classes opened in mid-July.

During the report period, a total of (115) emails were fielded by staff. These emails involved a total of (4) non-residents unlocked, (5) rifle permits unlocked and (23) duplicate requests processed. Hunter Education Southern Region Office correspondence consisted of the following: non-Hunter Education 36%, Range Sessions 21%, Hunter Education Classes

11%, Miscellaneous Hunter Education 11%, Duplicates 7%, Non-Residents 7%, and Trapper Education 7%.

Staff tested new ASPIRA (licensing system) Hunter Education features to implement in the future to make the registration process more user-friendly.

Hunter Education staff completed a Hunter Education Student User Survey to collect data for future programming changes and increased efficiency within the program. This will also assist with marketing efforts so that we can aim for appropriate demographics and cater to their main motivations.

Staff finished compiling hunter and trapper education volunteer hours/timesheets and year-end student data for Federal Aid Grant reporting requirements.

Trapper Education

S. Forlenza used the *Insights* license database to develop a trapper education student analysis that will help determine effective approaches for future classes. A trapper education meeting is also being scheduled.

During the Fiscal 23 Federal Grant Report period, five (5) Trapper Education classes were offered at three locations throughout the state for a total of 219 graduates. As for attendance, the program had a 39% no-show rate during the report period and was comprised of 6.8% females.

Miscellaneous

Staff virtually attended the 2023 IHEA-USA Hunter Education Conference. Major topics covered included:

- Current instructor needs and the ability to adapt to new learning styles (i.e., the need to teach using a method that students learn best from, not the other way around).
- Members are conducting hunting photoshoots in every region to compile a master collection of accurate photos for all states to use free of charge without the need to give credit.
- Survey statistics indicate that 50% of female hunters say they hunt to spend more time with their family. When purchasing a firearm, most relied on online reviews followed by opinions of friends and family. Many of the women went to several stores before finding a model they were comfortable with using.
- Survey results indicate that the current order of shooting discipline popularity is: handgun, rifle, modern sporting rifle, and shotgun/trap. Last year, there were 4.2 million first-time firearm buyers: 54% of them were under 40 years of age, 31% were female and 52% inquired about firearm education.

Staff attended a non-lead ammunition workshop at the Wallkill River NWR on Friday, July 14th at 136 Owens Station Road in Sussex, NJ. The event, which was conducted by the North American Non-Lead Partnership, was for agency partners and is designed to expand the coalition of hunters, anglers and other conservationists dedicated to improving ecosystem and wildlife health by choosing non-lead options. An educational session followed by a live-range demonstration.

Recruitment, Retention, Reactivation/R3 (Joe Leskie, Courtney Venuti, Tiffany Woolley)

Staff posted the summer edition of the R3 newsletter which highlights recruitment, retention, and reactivation efforts in New Jersey. Topics covered included turkey harvest comparative data, preparing hunting dogs for the season, final deer harvest numbers, a BBQ recipe, information on the Tuckahoe WMA Managed Hunt and more.

T. Woolley coordinated a meeting with Ducks Unlimited (DU) to discuss the possibilities of partnering with the organization and the Wallkill River NWR to conduct a mentored waterfowl hunt this season.

C. Venuti created and updated a photo library that will allow users to search for a photo using a keyword. Search parameters also include photo orientation to assist with formatting marketing social posts, newsletters, flyers and more.

J. Leskie completed program evaluation analysis on all R3 Hunting programs conducted in Fiscal Year 23. The analysis was incorporated into the Federal Aid Progress report.

R3 Tuckahoe Managed Waterfowl Hunt

Staff prepared a list of supplies and equipment needed for the upcoming managed hunt season.

Updates and edits regarding the Tuckahoe Managed Waterfowl hunt were sent to L. DiPiano for inclusion into the 2023-24 Hunting & Trapping Digest.

NASP® (Joe Leskie, Craig Decker)

Staff compiled the end of school season NASP records. Basic Archery Instructor (BAI) training courses and site visits are also being scheduled for the upcoming school year.

Staff began planning for a JAKES Day event at the Pequest Trout Hatchery and Natural Resource Education Center.

Staff attended a non-lead ammunition workshop at the Wallkill River NWR on Friday, July 14 in Sussex. The event, conducted by the North American Non-Lead Partnership, was offered for agency partners and is designed to expand the coalition of hunters, anglers and other conservationists dedicated to improving ecosystem and wildlife health by choosing non-lead options. An educational session was followed by a live-range demonstration.

Staff provided detailed analytics for the Fiscal Year Federal Aid report and sent them to R3 Administrator J. Leskie for inclusion.

AQUATIC EDUCATION (Karen Byrne, Jessica Griglak, Alanna Newmark, Marc Rogoff)

Sedge Island Natural Resource Education Center

The Sedge Island season is underway with overnight groups returning to the facility. Staff from DEP's Construction Management made a site visit prior to replacing the bulkhead. A new jet pump was installed by volunteers after the check valve on the previous one stopped working.

Sedge Island hosted one DEP Youth Inclusion Initiative group of ten participants on July 11. The students got a tour of the Sedge Island facility, kayaked, clammed, fished, and got the special treat of seeing two northern diamondback terrapins nesting. Four other groups will be coming out to Sedge over the next four weeks.

Trout in the Classroom (TIC)

Registration is now open for the 2023-24 school year. A new in-line chiller was tested and will be available for purchase through *That Pet Place* for schools new to the program.

Angler R3

Draft objectives collectively created by staff at the June Angler R3 Workshop have been reviewed by facilitators (Stephanie Hussey with Recreational Boating and Fishing Foundation, Matt Dunfee with Wildlife Management Institute and Phil Seng with D.J. Case & Associates). A virtual meeting was attended with these individuals to discuss each objective, provide feedback, and ensure that New Jersey's Angler R3 Plan is on the right track. A meeting to finalize the objectives with staff who attended the training has been planned for August 16.

Let's Go Fishing! Kittatinny State Park was held on June 17 for eight participants. After inside instruction, participants had a successful time fishing outdoors.

The *Let's Go Fishing!* clinic scheduled for June 23 at Thompson Park in Middlesex County was cancelled due to inclement weather. It has been rescheduled for August 11, with seven out of the ten registered participants indicating that they will attend on the new date.

Additional upcoming *Let's Go Fishing!* workshops currently scheduled are:

Lake Shenandoah County Park in Lakewood (July 19)
City of Northfield's Birch Grove Park (July 22)

Additional locations to host *Let's Go Fishing!* workshops continue to be explored.

The DEP Youth Inclusion Initiative group visited the Hackettstown Hatchery. Participants were given a hatchery tour with Superintendent Craig Lemon. After lunch, staff provided fishing instruction for participants, all of whom were able to “get hooked” and catch fish in the hatchery ponds.

Staff met virtually with Greenway Family Success Center staff to explore fishing program options. The Greenway Family Success Center is looking to have a father/child fishing class. Staff is looking for fishable water bodies where this class can be held. Our *Hooked On Fishing* program might be an option as well.

Staff provided materials to the town of Mount Olive to assist them with coordinating a fishing derby. Staff also suggested participating in Hooked On Fishing’s Youth Fishing Challenge next year.

The Recreational Boating and Fishing Foundation’s Angler R3 Scorecard for New Jersey was completed and submitted.

Education

Staff met virtually with the NJ Commission on Environmental Education (NJCEE) and provided an update on the status of environmental education at DEP and the program’s transfer to Fish and Wildlife.

With the move to Fish and Wildlife, staff is assembling and reviewing climate change educational materials that examine impacts to wildlife, with a particular focus on black bears, trout, and horseshoe crabs (especially publications geared toward New Jersey and/or the Northeast).

Staff reviewed Sustainable Jersey for Schools (SJ4S) submissions for grant/certification points. Grades 4 through 12 submitted applications to develop science and outdoor classrooms/school gardens. To date, there are 34 applicants.

Staff continues to work with the watershed/water outreach group on rain barrel preparations for upcoming workshops.

Staff reviewed DEP’s Bureau of Sustainability documents on school food waste guidelines.

Other

The third pass of the 2023-24 Hunting Digest has been edited and returned to the publisher. The cover photo was selected and permission to use it was obtained.

The Record Fish Program certified a new record for the hybrid striped bass.

Staff attended an email marketing campaign meeting with Aspira.

WILDLIFE EDUCATION AND OUTREACH (Karen Byrne, Jessica Griglak, Liz Jackson, Alanna Newmark)

Pequest Natural Resource Education Center

Pequest held a variety of programs this reporting period. *Let's Go Fishing*, a program geared toward teaching adults how to fish so that they can take others fishing, had eight people attend the two-night workshop.

Nature Nurtures, preschool program, was held for eight youngsters aged 3-5. This month focused on the octopus. A story was read followed by a craft. A new program, *Nature Explorers*, was offered for kids aged 6-9. The program allows children to explore the outdoors while learning about New Jersey's native wildlife. The first offering focused on black bears and staff took participants on a hike to explore the woods for the types of food bears eat.

Three *Family Fishing Basics* classes were held for a total of 68 people, and an *Introduction to Fishing for Women* was held for nine individuals. Participants learned equipment basics, casting techniques and were given a chance to fish at the pond.

Several new programs were offered during this reporting period. *Introduction to Fly Fishing* is a three-session program with nine participants registered. During each session students will build upon knowledge and skills learned previously with a final session of actual fly fishing. Also, a *Fly-Casting Basics* class was held for seven participants who learned the art of fly casting.

The Pequest Facility was used by three groups. Two Healing Waters chapters held a fishing program for veterans; the Mosquito Commission held their statewide meeting in the auditorium; and Hunter Education used the facility for a class.

Pequest ran five organized group programs during this period. The *Trout Fry* program was held for 14 pre-K students. Two local senior housing groups brought 12 of their residents out to fish in the education pond. One *Hatchery Tour and Fish Fun Games* Program was held for 15 children and one *Hatchery Tour and Fishing* program was held for 25 high school students.

Mobile Education Trailer (MET)

The MET was present at a summer camp in Belmar. Approximately 70 kids got to tour through it followed by a visit with staff to explore the hides, skulls, scat and tracks on the touch table.

The MET was taken to the Burlington County Fair. Bureau of Law Enforcement staff will be present for the duration of the event.

Hooked on Fishing Program

Several Hooked On Fishing Teams in South Jersey took part in a charter boat fishing trip on June 17. While fishing on the *Starlight Fleet* wasn't successful, everyone had a good time.

The *Sisters Afield* program was held at the Sedge Island Natural Resource Education Center July 7-9. Three mothers and their children participated. Staff taught the families how to fish and clam as well as stressed the importance of salt marshes in the environment. Program participants had only positive feedback for this program and wanted to know how to join other *Sisters Afield* sessions!

A teacher kit was put together for a new *Hooked On Fishing* team. This individual participated in the most recent team leader training and is ready to put what she learned into practice.

Plans for the 2023 *Hooked On Fishing Jamboree* are underway. This year's event will be held at Bass River State Park October 13-15. Teams have already begun to register.

WEBSITE ACTIVITY (Doug Rizio)

New and Updated Pages, Images, and Documents

Three (3) news updates were posted in June.

Two (2) job posts were also published.

Three (3) new web pages were created.

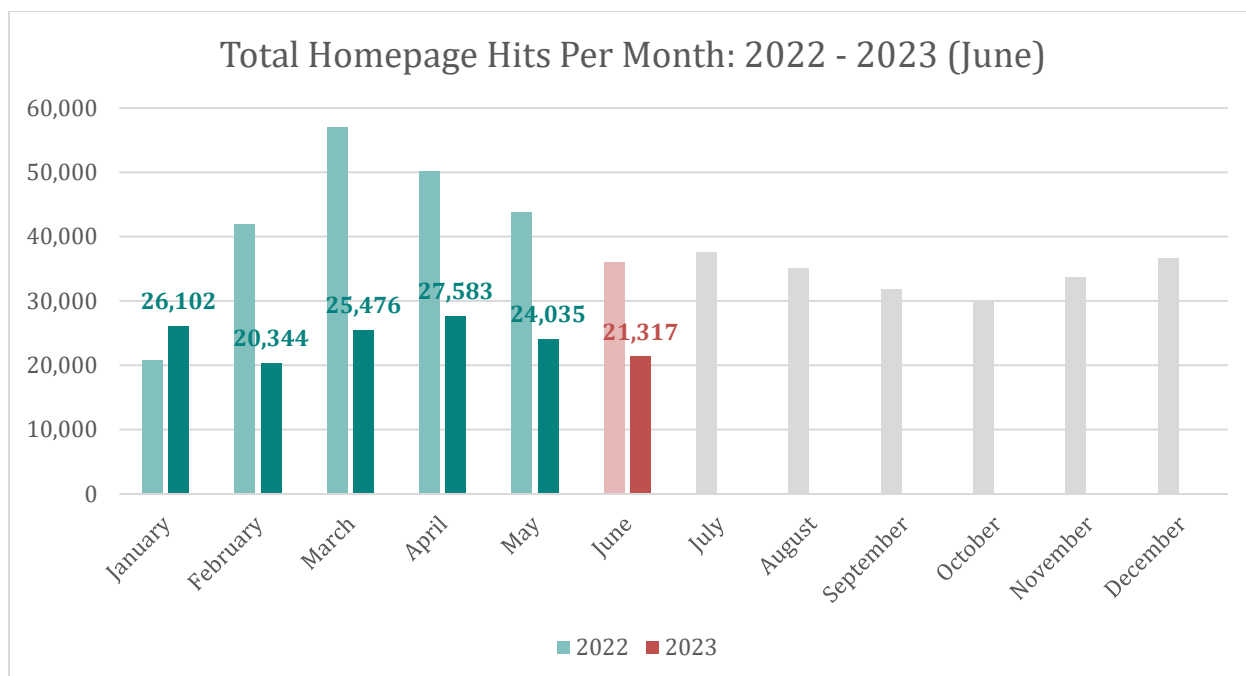
Approximately sixty-four (64) pages were revised/updated during the report period.

Approximately eighty-seven (87) documents were edited in or converted to PDF format. These included: Bureau Reports (8) in one .zip file; Meeting Documents (17) in two zip files; Minutes/Agendas (9); Job Descriptions (2); and others (51).

Thirty-two (32) images were also edited and posted.

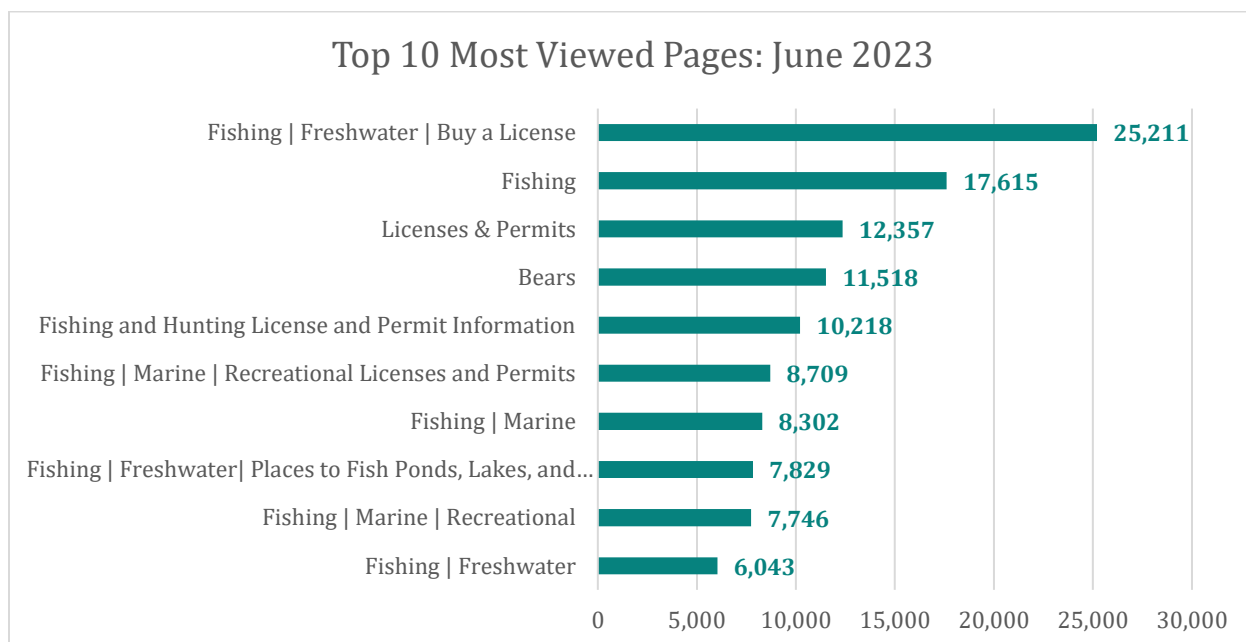
Analytics – Home Page

The number of hits on the home page in June was 21,317; an average of 711 hits per day. It is a decrease of 2,718 hits from the previous month of May (24,035) and a decrease of 14,634 hits from the June of the previous year (35,951).



Analytics

The ten most viewed web pages in June are listed below:



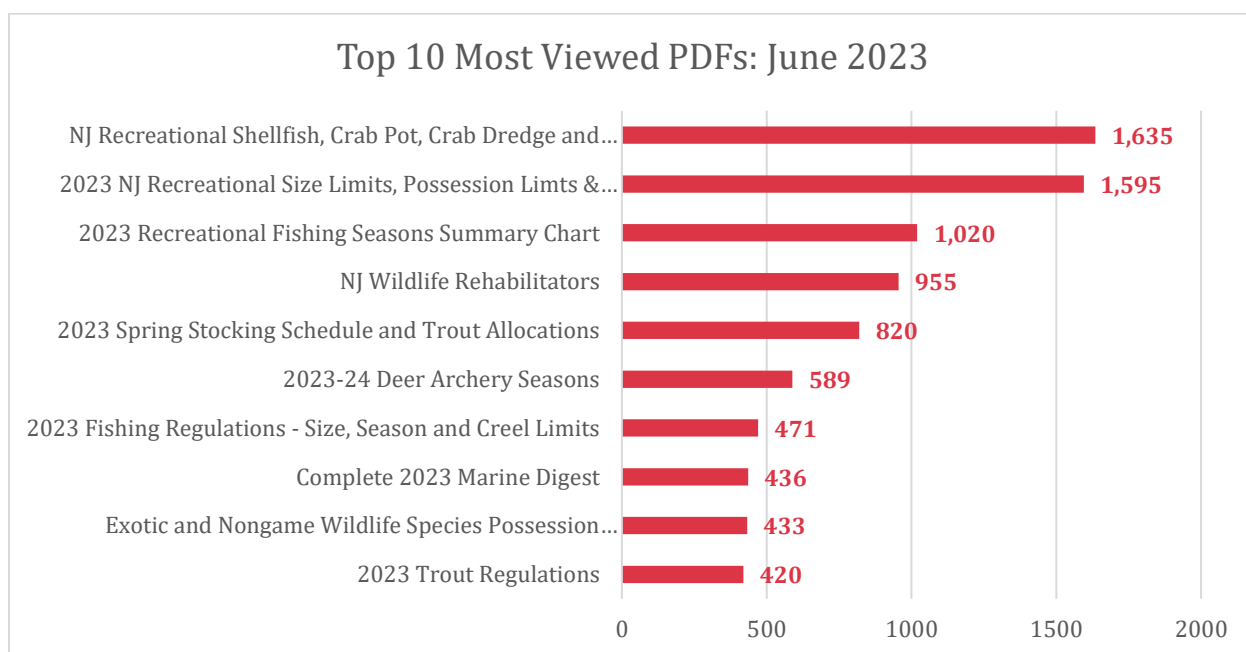
Rank	Page Name	Views
1	Fishing Freshwater Buy a License	25,211
2	Fishing	17,615
3	Licenses & Permits	12,357

4	Bears	11,518
5	Fishing and Hunting License and Permit Information	10,218
6	Fishing Marine Recreational Licenses and Permits	8,709
7	Fishing Marine	8,302
8	Fishing Freshwater Places to Fish Ponds, Lakes, and Reservoirs	7,829
9	Fishing Marine Recreational	7,746
10	Fishing Freshwater	6,043

Other popular pages on the website were:

Rank	Page Name	Views
11	Marine Seasons and Regulations	5,422
12	Hunting	5,239
13	Licenses and Permits License Agents	4,438
14	Hunting Hunter Education	4,135
15	Fishing Freshwater Spring Trout Fishing Information	4,090
16	2023 Recreational Fishing Regulations for Black Sea Bass and Scup	3,276
17	Contact Us	3,261
18	Fishing Marine Striped Bass Bonus Program	3,132
19	Jobs	3,108
20	Finding Injured or Young Wildlife	2,964

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	NJ Recreational Shellfish, Crab Pot, Crab Dredge and Lobster Pot Application	1,635
2	2023 NJ Recreational Size Limits, Possession Limits & Seasons	1,595
3	2023 Recreational Fishing Seasons Summary Chart	1,020
4	NJ Wildlife Rehabilitators	955
5	2023 Spring Stocking Schedule and Trout Allocations	820
6	2023-24 Deer Archery Seasons	589
7	2023 Fishing Regulations - Size, Season and Creel Limits	471
8	Complete 2023 Marine Digest	436
9	Exotic and Nongame Wildlife Species Possession Permit Application	433
10	2023 Trout Regulations	420

Additional Activities

Additional activities included bi-weekly Outreach Group meetings; the Angler R3 workshop; and Commissioner's Updates.

WILDLIFE INFORMATION/PUBLIC OUTREACH (Linda DiPiano)

GovDelivery (Listserv) Messages

Four (4) messages were drafted and sent to various e-mail lists and outdoor writers. Assistance was provided to staff with seven (7) additional messages.

1. We Want to Hear from You! (6/28/23)
2. New Striped Bass Regulations (7/2/23)
3. Stafford Forge WMA Centerfire Rifle and Shotgun Range Closure (7/10/23)
4. Support Higbee Beach WMA (7/11/23)

GovDelivery List numbers To Date

	7/1/2023
Freshwater Fishing	62734
Hunting	42928
Marine Fishing	58823
Wildlife	41762
Education	36536
Endangered Species	32600
Shellfish	39225
Outdoors	44726

Sparta Mt.	28061
CHANJ	32495
Marine CARES Act Information	16434
Marine Fisheries Grant and Assistance Information	3245
Total	439569

Responses to the Public Email Address

Approximately 207 messages were sent to the public email address. Approximately 200 were either directly responded to or forwarded to agency staff for response.

Outstanding Deer Program

No new applications for this year's program came in during this reporting period.

Staff attended a site tour of the Crowne Plaza Princeton Conference Center in Plainsboro (Middlesex County), to see if the venue could accommodate the 2024 Deer Classic.

Currently finalized, the Deer Classic will now be held in combination with the New Jersey State Federation of Sportsmen's Clubs Annual Convention and Awards Banquet, March 1-2, 2024, at the Crowne Plaza Princeton Conference Center, Plainsboro. Deer Classic awards will be given out at the banquet on Saturday, March 2, at 5 p.m.

The NJ Outdoor Alliance — Environmental Projects is now an official sponsor of the Deer Classic along with the NJ Federation of Sportsmen's Clubs and the United Bowhunters of New Jersey.

Hunting and Trapping Digest Production

We received all bureau edits for the first pass of the 2023-24 Hunting and Trapping digest May 23. It was combined, edited further, and uploaded to the publisher on May 25.

Staff received all second pass edits back by June 19 and all versions were combined, further edited, and uploaded back to the publisher on June 20, 2023.

Three cover options were also chosen and provided to the publisher so mock-ups could be made. The third pass of the digest was received back from the publisher on June 30. It was edited and immediately sent to Wildlife, Law, Licensing and Hunter Education for edits, with a return date of July 10. We received all edits back by July 13 and all versions were combined, further edited, and uploaded back to the publisher on July 13, 2023.

A cover photo was also picked and uploaded to the publisher on July 13, 2023.

We are awaiting the 4th pass from the publisher.

Wildlife Conservation Corps.

The Wildlife Conservation Corps now has 4,604 members.

No volunteer opportunities were emailed during this reporting period.

Other

New Jersey will be hosting the 2025 Association for Conservation Information's Annual Conference. Three hotels were located in the Atlantic City area that could accommodate the event at a reasonable rate. Site visits were made and a final decision on the venue will be made in the near future.

Attended a planning meeting with the DEP Communications team to discuss an awareness campaign for Fish and Wildlife. I&E staff will work closely with DEP Communications staff to highlight the lesser-known work of our agency which focuses on restoration, recreation, and inclusion.

Attended the Non-Lead Ammunition Workshop presented by the North American Non-Lead Partnership at the Wallkill River National Wildlife Refuge. It was designed to expand the coalition of hunters, anglers and other conservationists dedicated to improving ecosystem and wildlife health by demonstrating non-lead options. An educational presentation was followed by live-range demonstrations showing the differences between lead and non-lead shot.

WILDLIFE INFORMATION – INTERNAL COMMUNICATION (Kathy Porutski)

Internal Communication (IC) topics that were *written* or *edited* and sent out this month include:

NOV Posting - NJFW (Program Specialist Trainee)

F&W Staff Day 9/13 – Save the Date!

Donating Benefit Time for K. Dwyer and H. Hamdan

June Bureau Reports

Updated NOV Posting - NJFW (Permit Coordination Officer 1 - Environmental Protection)

NOV Posting - NJFW (Research Scientist 2/Open to General Public)

NOV Posting - NJFW (Manager 4 Environmental Protection - Natural Resources Wildlife)

NOV Posting - NJFW (Supervising Biologist - Wildlife Management)

Donating Benefit Time for D. Link

Also, during this reporting period: the Bureau of Information and Education's Monthly Report for June was compiled and edited; revisions have begun for the NJFW Fiscal Year 2023 Annual Report and a highlight for the Bureau of Information and Education was written; the Annual

Cybersecurity Awareness Training was successfully completed; and the IC address book was updated with new employees.

PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)

Publications/Graphics

- WHSP rough drafts progress, core art finalized, framing work
- Finalized artwork for black skimmer
- F&W YouTube channel approvals close
- 2023 turkey hunting stats infographic finalized for social and GovDelivery
- Bog turtle and node graphics created for ENSCA 50th video
- WHSP analytics provided in graph form for meeting
- Logo changes for Audubon representation in video
- Finalizing American oystercatcher art
- Vector versions of logos remade and shared
- QR codes for Digest Aspira license system pages
- F&W logos folder updated and shared with staff on Cloud
- QR code created for furbearer sighting survey in Digest
- Visited CRO Cons. Center to measure all walls and existing art for new framed pieces
- Logos modified and shared with staff

Photography/Videography

- Kestrel work documented – mid Jersey
- Bog turtle video review and feedback with graphic support
- Cape May visit, American oystercatcher chicks caught and banded, adult caught and banded – photo and video documentation of the day
- Footage uploaded for kestrel video and additional footage obtained from nest monitor
- Review and upload 38GB of oystercatcher footage and stills for sharing with staff
- Sedge aerial footage taken for SAV project and uploaded for video editor
- Explored Hunterdon County vernal pool at night for salamanders/eggs
- Pulled footage from iCloud and put up to One Drive
- Roughly 52 GB of photo/video files uploaded to One Drive

Meetings/Training

Outreach Group Meetings

Monthly flight training

PUBLIC INFORMATION AND DIGITAL MEDIA (Matt Hencheck)

- *Bog Turtle* video – This project was documented in May with ENSP Senior Zoologist Bill Pitts in Salem County. The video highlights the survey work being done for bog turtles by ENSP staff and their partner, New Jersey Audubon. The project is part of the Endangered and Nongame Species Conservation Act's (ENSCA) 50th anniversary promotion. Two versions of this video were produced and posted to social media -- a shorter version on NJDEP Fish and Wildlife's Instagram and a full version on NJDEP's YouTube channel.
- *Peregrine Banding* video – We documented peregrine banding with ENSP Acting Chief Kathy Clark at various locations. The filming is also part of the ENSCA 50th anniversary promotion. Two versions of this video were produced and posted to social media (a shorter version on NJDEP Fish and Wildlife's Instagram and a full version on NJDEP's YouTube channel).
- *Bat Project* video– We documented two-night surveys with ENSP staff: a mobile acoustic monitoring study in Hunterdon County and an evening emergence survey under a bridge in Passaic County. Footage of this research will be incorporated into a larger video that highlights ENSP's bat project. The filming is part of the ENSCA 50th anniversary promotion.
- *Submerged Aquatic Vegetation* video – Staff filmed an interview with Marine Fisheries Biologist Nina Colagiovanni at Island Beach State Park Bay. This video is intended to educate the public on what exactly submerged aquatic vegetation (SAV) is and how it benefits the bay's ecosystem. The video explains in detail how the surveys are conducted by Marine Fisheries staff and their partners and provides boaters with tips to help protect SAV while boating in the bay. This film is in the editing stages but scheduled to be posted to social media in August.

SOCIAL MEDIA (Katie Paey)

Katie is currently on maternity leave

OUTREACH (Michelle Smith)

Job support was provided to Outreach Group staff on initiatives including the bear outreach program, social media, the agency website, videography, graphics projects and administrative matters.

Biweekly Outreach Group meetings were conducted.

A Strategic Communications Planning meeting was held with the DEP Office of Communications to discuss refining and amplifying certain agency messages to a broader audience.

A NJ/Aspira marketing meeting was attended to advance the development of Fall Bow and Spring Trout marketing campaigns.

A Social Media Policy meeting was held to determine/update protocol for posting images and footage of adults and children in boats.

A FY22 black bear outreach presentation was conducted at the Fish and Game Council's July meeting.

A meeting was held to review updated Wildlife Habitat Supporter program marketing campaign analytics for the promotional messages and signs. The campaign will continue with monthly promo messages by way of the *WMA of the Month* outreach materials. A second edition WHSP program decal will also be developed with the intent of promoting it this fall.

Social media coverage was provided while the full-time social administrator is out on leave. Social media analytics for this reporting period follow.

FACEBOOK

The NJFW Facebook (FB) page had **47,455 followers** at the end of this reporting period.

The total reach of the NJFW Facebook page during this reporting period was 369,569 people.

Twenty-five (**25**) Facebook posts were posted this period. Posts include photographs and video taken by staff, graphic pieces created for special promotions and shared posts from other pages.

Posts with the most reach and engagement this period – **Reach** is the number of unique people who have seen content associated with our Facebook page. **Engagement** is post clicks, likes, comments and shares (any action someone takes on the page or post):

6/22 – Recreational Saltwater Volunteer Angler Survey – reached **40,665** people, **220** engagements
5/27 – Sedge Kayak Fishing Workshop – reached **22,166** people, **444** engagements

INSTAGRAM

The NJFW Instagram page had **14,136 followers** at the end of this reporting period.

The total reach of the NJFW Instagram page during this reporting period was 129,902 people.

Twenty-nine (**20**) Instagram posts were posted this period. Posts include photographs and video taken by staff, and graphic pieces created for promotions. Three (**3**) Instagram stories were posted this period.

Instagram posts with the most reach this period –

6/28 – Trout Angler Survey - reached **5,777** people, **366** interactions

5/19 – Sedge Kayak Fishing Workshop - reached **5,626** people, **357** interactions

BLACK BEAR EDUCATION PROGRAM (Lyla Kaul)

Bear Literature Distribution

More than 1,600 pieces of black bear safety literature were distributed to one high school, one outdoors store, and two summer camps.

Literature Type	Amount Distributed
English Brochures	250
Spanish Brochures	80
Kids Activity Books	756
Camper Cards	590
Tyvek Signs	0
QR Code Flyers	0
Total	1,676

Bear Webpages

In late June, the [Black Bear Toolkit for Municipalities](#) became available as a microsite within Fish & Wildlife's Bear Facts for Municipalities webpage. The toolkit provides municipal officials with quick access to information and resources to help their communities, homeowners, and businesses coexist with New Jersey's black bears. It includes videos and captioned photos to post on social media platforms, content for emails & newsletters, and links to helpful resources. The toolkit was shared with municipal leaders through NJDEP's Office of Local Government Assistance.

Edits were made to the following bear webpages: Bear Facts for Municipalities, Garbage Management, Publications & Materials, and Bear Facts for Agriculturalists.

Bear Presentations and Exhibits

A registration form for the public to request NJ Fish & Wildlife's black bear exhibit and bear presentation is now available on the agency's Black Bear Education webpage. During the reporting period, the bear exhibit was staffed at one event in Hunterdon County. Due to adverse weather conditions, attendance was lower than expected. Additionally, two presentations were given to a total of 105 people in Sussex County. The exhibit is scheduled for display at two upcoming community events and 12 bear presentations have been scheduled for the near future. The Bear Education Trunk was utilized at a school in Bergen County and a summer camp in Passaic County.

Marketing Campaign

The FY23 multi-media black bear outreach campaign is underway. The summer marketing pulse includes new creatives that focus on securing garbage and other attractants, as well as advice for outdoor recreationists and what to do in the event of a bear encounter. In the fall, the campaign will shift to emphasize bears entering hyperphagia.

Prior to the spring launch, a behavioral analysis survey was conducted by the marketing vendor to help assess behavior changes of residents resulting from the marketing campaign, including implementation of bear-proofing techniques based upon the campaign's messaging. A post-campaign survey will be conducted after the campaign concludes in the fall.

Other

Staff gave a presentation on FY23 bear education and outreach efforts during the July Fish and Game Council meeting,

An electric fencing handout was developed. This publication was created to provide a guide for those interested in preventing bear damage to apiaries, livestock, gardens, compost piles, feed storage areas, and chicken coops. The handout includes a list of required supplies, step-by-step instructions on maintenance and baiting as well as diagrams of two sample electrification methods. Once approved, it will be available on the website.