



## **BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT**

**Al Ivany, Chief**

**February 16, 2023 – March 15, 2023**

### **HUNTER EDUCATION/R3/NASP®**

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

Hunter Education Live Fire Range Session registration for March and April was open on February 18. The first two available weekends filled quickly with plenty of room still available for April. Class sizes will be adjusted to fit with demand.

Staff created a 2023 presentation for use during our annual instructor meetings. The meetings allow for an open discussion while reviewing last year's statistics and program changes as we move forward this year.

Staff hosted a total of ten instructor meetings for 121 individuals statewide. A total of four meetings were conducted in the northern region for 46 people and six meetings in the south for 75 people. The purpose of these meetings is to review statistical analysis from the previous year's classes as well as highlight any changes for the upcoming Hunter Education season.

J. Leskie worked with T. Hausamann of the Bureau of Law Enforcement to purchase 27 new firearms for use in the Hunter Education program. It has been over two decades since the last firearm order was placed. The new firearms, all Remington 870 shotguns, consist of 18 adult 20-gauge, six youth 20-gauge, and three adult 12-gauge models.

During the report period, **252** emails were fielded by staff. Included in these emails were duplicate hunter education requests, non-resident unlock requests, rifle permit unlock requests, general hunter education questions and other miscellaneous inquiries. A total of 51 non-residents were unlocked (primarily turkey hunters who were awarded turkey permits), 12 rifle permits were unlocked (with anticipated use during the special coyote/fox hunting season), and 42 duplicate requests were processed (seven were issued by pdf cards; 35 were issued through instructions for print-at-home duplicate Hunter Education cards via the license sales site. There was also an increase in phone calls during the report period due to the upcoming live-fire range sessions starting in March.

Staff conducted a thorough firearm cleaning of all state firearms. Maintenance was performed on the trap throwing machines along with other preparations for the new season.

Staff provided Hunter Education Incident Data for the last four years to the new IHEA Director of Partnerships and Development.

### **Trapper Education**

The spring trapper education class, scheduled for April at the Tuckahoe WMA, filled up to the maximum capacity of 100 students within one week of the initial posting date. Due to the overwhelming response, this class will likely be one of our largest trapper education classes to date.

During this reporting period, staff attended the New Jersey Trappers Association's March meeting at the Northern Region Office in Clinton.

### **Miscellaneous**

J. Leskie conducted an interview with Rack and Fin radio host Tom Pagliaroli. Information on the upcoming spring Hunter Education season was promoted during the segment.

C. Venuti attended a meeting for new agency hirees with Assistant Commissioner D. Golden and N. Fury as part of the new employee training initiative.

K. Griglak attended Rutgers professor Joe Paulin's virtual Ph.D. defense on "*The Influence of Personal Experience on Tolerance for Wildlife and Support for Management in New Jersey.*" In previous years, hunter education staff had conducted lectures as part of Dr. Paulin's undergraduate curriculum.

In preparation for the hunter education teaching season, the newsletter will now be distributed to active instructors weekly.

Staff attended an agency representative planning meeting to discuss the future of this unique outreach program statewide.

Staff prepared and presented the monthly agency report to members of the Warren County Federation of Sportsmen's Clubs at their February meeting.

S. Forlenza assisted the Bureau of Wildlife Management (BWM) in staffing a beaver/otter check station at the Southern Region Office. A total of 129 beaver and 13 otters were checked in at this location. Data was then forwarded to the BWM.

### **R3 (Joe Leskie, Courtney Venuti, Tiffany Woolley)**

The 2023 Women's Mentored Turkey Hunt application was finalized after a roster rubric was created and candidates selected. Permit application and program logistics information was forwarded to the participants. The workshop will cover: life history and biology of turkeys, hunting regulations, equipment, scouting, patterning a shotgun (range), planning the hunt, and turkey calling. Equipment was also purchased for the event during the report period.

Staff finalized registration and confirmed logistical contacts for two Turkey Hunting and Calling seminars. One is scheduled for the Pequest Trout Hatchery and Natural Resource Education Center in Warren County, and the other will be held at the Batsto Historic Village in Burlington County. Within three days of posting registration, the Batsto event was filled to a maximum class capacity of 80 people! Within five days of posting registration, the Pequest event filled to capacity. These results indicate that there is a tremendous interest in turkey hunting in New Jersey.

R3 staff attended a NEAFWA R3 Committee meeting during the report period. The discussion involved marketing strategies for agencies throughout the Northeast as well as the need for a Regional R3 Coordinator to organize and disseminate information on R3 objectives for multiple state use.

Staff completed an R3 interest survey for New Jersey to recognize the current recreational needs and objectives of our state and how it will relate on a regional basis. The survey results will be discussed at the next NEAFWA R3 Committee meeting.

R3 Program Specialist T. Woolley spent a considerable amount of time updating all hunt mentor and mentee files into the database for future use.

Staff met with B. Stoff and Aspira to discuss using the electronic licensing system for targeting emails regarding R3 efforts in both hunting and shooting sports as well as angling.

### **Tuckahoe Managed Waterfowl Hunt**

Staff entered and analyzed survey data collected during the 2022-23 Tuckahoe Managed Waterfowl Hunt. A detailed report on the findings will be available by the next monthly reporting period.

R3 staff conducted several interviews and met with one potential hourly employee to find the best candidate for the program. Once the individual was selected, the necessary paperwork was forwarded to Human Resources for processing.

Staff inventoried all equipment and supplies as well as made a list of off-season tasks to prepare for the upcoming 2023 hunting season.

### **NASP® (Joe Leskie, Katie Paey, Craig Decker)**

Staff conducted one Basic Archery Instructor (BAI) Training during this reporting period, certifying eight new BAIs and two new schools.

Staff sent out information to schools inquiring about NASP via email.

K. Paey and C. Decker attended a virtual Northern Region coordinators meeting with other NASP administrators on February 16.

Staff attended and officiated NASP virtual bullseye state tournaments at 13 schools during this reporting period.

Staff attended and officiated the 2023 NASP/International Bowhunting Organization 3-D Challenge at Warren Hills Regional High School on February 25. A total of 110 archers from seven schools participated in the tournament.

Staff sent an email to 3-D Challenge coaches announcing the tournament winners and thanking them for their involvement.

An email was sent to Basic Archery Instructors (BAI) announcing K. Paey's departure from the NASP Coordinator position and subsequent NASP duties, effective March 1.

Staff set up a purchase order request for NASP tournament t-shirts, trophies, plaques, and medals and submitted it for processing.

### **AQUATIC EDUCATION (Karen Byrne, Jessica Griglak, Alanna Newmark)**

#### **Sedge Island Natural Resource Education Center**

Program requests are being received, including those for the Sedge Island Field Experience and Sedge Island Field and Research Experience programs.

The Sedge Island College Volunteer Program received several applications, and interviews have been scheduled. The staff training weekend will be held May 5-7.

Sedge Island program numbers were submitted to the Island Beach State Park superintendent for the Marine Conservation Zone Report.

### **Trout in the Classroom (TIC)**

Contact with teachers continues, including informing them about additional programs offered by Trout Unlimited chapters. All stocking applications were received from participating landowners allowing teachers and students to release their trout. These applications were then sent to the Lebanon Fisheries Lab for processing and once approved, were returned to participating schools.

A call with national TIC/Salmon in the Classroom coordinators was attended.

The program equipment list was updated on the website for the 2023-2024 school year. A restocking equipment list was also sent to teachers so they can order necessities for the following year.

### **Angler R3**

Staff had a planning meeting with the Recreational Boating and Fishing Foundation, Wildlife Management Institute, and DJ Case and Associates to plan logistics and discuss the agenda for the June 3-4 Angler R3 kick off meeting.

Staff is planning an equipment maintenance day with the volunteers who showed interest in helping with fishing clinics.

An internal meeting with Pequest education staff was held to discuss the possibility of collaborating efforts to create a comprehensive training program for both volunteer angler and naturalist educators.

Staff participated in the Northeast Association of Fish and Wildlife Agencies' R3 Committee meeting held virtually on March 6. Potential 2024 grants that could assist states in the Northeast with their R3 efforts were discussed.

### **Governor's Surf Fishing Tournament**

A committee meeting was attended during the reporting period. Currently, 27 judges have agreed to participate. A grand prize reel was donated from Grumpy's Bait and Tackle, however, the committee has not yet requested raffle prizes or promoted the event to local bait and tackle shops. Registrations are being received both online and through the mail. Staff is working on obtaining t-shirts for this year's tournament.

A surf fishing clinic is currently being planned for the day before the tournament.

## **Other**

The Aquatic Education Federal Grant Report was submitted for the fourth year of this 5-year grant.

Green Eggs and Sand workshop registrations continue to be received with 22 educators currently registered for the workshop. A draft agenda has been sent to the Green Eggs and Sand team. Staff continues to work on updating curriculum activities prior to placing the information online.

Staff assisted the Bureau of Freshwater Fisheries staff in hosting the virtual Fisheries Forum and Annual Trout Meeting on the GoToWebinar platform. Staff provided a follow-up survey to participants and the analytics were provided to Bureau of Freshwater Fisheries staff. Both meetings were posted on Fish & Wildlife's YouTube channel and links were emailed to participants who registered for the event but could not attend.

Staff reviewed the 2023 Marine Digest editorial comments on both second and third passes and submitted them to the publisher. Several Marine Digest cover photos were selected as well and submitted to the publisher to create mockups for Bureau of Marine Fisheries staff to make a final selection.

Staff continues to work on obtaining quotes for the electrical work needed prior to ordering a large new format printer.

A meeting with the Aspira company was attended to discuss the email capabilities of our electronic licensing system.

Staff attended the New Employee Meet and Greet with AC Golden at Pequest on February 16.

Staff attended the Recreational Boating and Fishing Foundation's State Marketing Workshop in Houston, Texas February 27-March 1.

The Record Fish Program continues to be updated.

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

### **Pequest Natural Resource Education Center**

School and group programs continue to be requested with 63 received during this reporting period. Dates are limited with the calendar full through mid-June.

Our second *Lunch and Learn* program had five people in attendance to learn about pollinators.

A *First Friday Flies* program was held for 11 people who learned how to tie a woolly worm.

Our *Nature Nurtures* program hosted eight children, aged 3-5. *The Very Hungry Caterpillar* was the featured story this month with a caterpillar or butterfly finger puppet as the craft item.

The facility hosted a virtual tour for 25 students, a tour and habitat hike for 25 students, and an early reader program for 23 preschoolers.

Staff continued to work with representatives from the Gecko Group on the Pequest exhibits.

A volunteer naturalist program is currently being developed.

An onsite meeting with DOIT was attended to discuss A/V equipment needs for the Pequest auditorium.

The Pequest facility hosted Assistant Commissioner Golden's northern region meeting with new agency staff.

### **Mobile Education Trailer (MET)**

Requests to book the trailer for various events this spring continue to be received, however the schedule is full. Staff is keeping track of requests for events that were not attended this year, but that may be attended in future years.

### **Hooked on Fishing - Not on Drugs (HOFNOD) Program**

To date, the Team Leader Training has 11 registrants. The agenda is currently being finalized with fly tying and building a "jiggle stick" included as supplemental activities. Kim Westley, who successfully presented at a previous Team Leader Gathering, has been invited to speak at this training. She is a substance abuse counselor, who will present content on understanding factors surrounding the development of substance abuse and how genealogy plays a role in addiction.

Staff continues to make team leader materials available online via the HOFNOD Team Leader Portal. The portal will replace the USB drives distributed at leader trainings in the past. All forms, activities and handouts are now accessible through the portal.

Registration for Youth Fishing Challenge host sites has closed. This year, 30 locations in 17 counties are participating. Materials and event kits are ready for distribution. Three locations and dates were selected (north, central, and south) so that host site representatives could pick up their materials.

The Trenton Fishing Derby will be held as part of the Youth Fishing Challenge (YFC) this year on June 3. Staff continues to work with the City of Trenton to plan and coordinate a hands-on fishing event for families who may also participate in the YFC. Staff is also organizing a special training for city and park recreation employees to better prepare them to assist youngsters fishing at the derby.

Staff is beginning to plan for a Women's Afield session at Sedge Island July 7-9.

## **WEBSITE ACTIVITY (Doug Rizio)**

### **New and Updated Pages, Images, and Documents**

Seven (7) news updates were posted this report period.

Two (2) job posts were published, and six (6) were deleted after their closing dates.

Three (3) web pages were created: one (1) for [HOFNOD Team Leader forms](#), one (1) for the [Events Calendar](#), and one (1) for [Bear Resources for Law Enforcement](#).

One (1) other page was deleted and consolidated into an existing page, [Marine Life of NJ](#).

Approximately seventy-seven (77) pages were revised/updated during the report period.

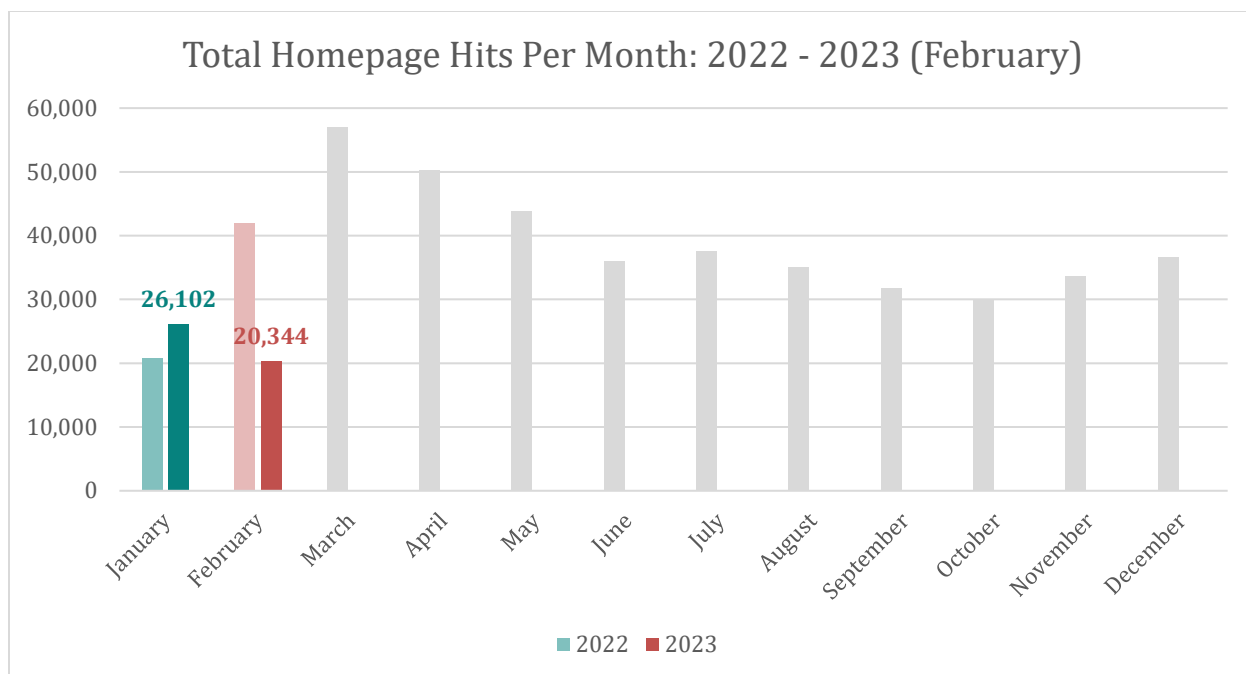
Approximately fifty-one (51) documents were edited in or converted to PDF format. These included: Bureau Reports (9) in one .zip file; Meeting Documents (9) in one zip file; Minutes/Agendas (5); Job Descriptions (4); and others (24).

Twenty-two (22) images were also edited and posted, as well as one (1) video for the [NJ Wildlife Tracker Tutorial](#).

### **Analytics – Home Page**

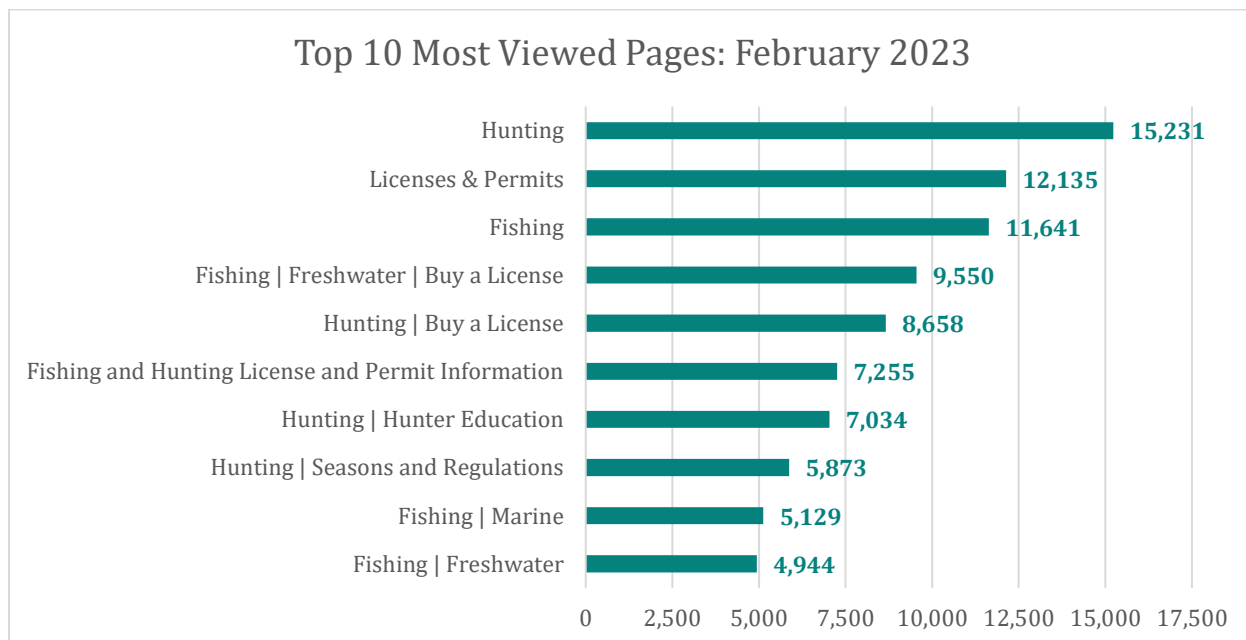
The number of hits on the home page in February was 20,344; an average of 727 hits per day. It is a decrease of 5,758 hits from the previous month of January (26,102) and a decrease of 21,533 hits from February of the previous year (41,877).





## Analytics

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



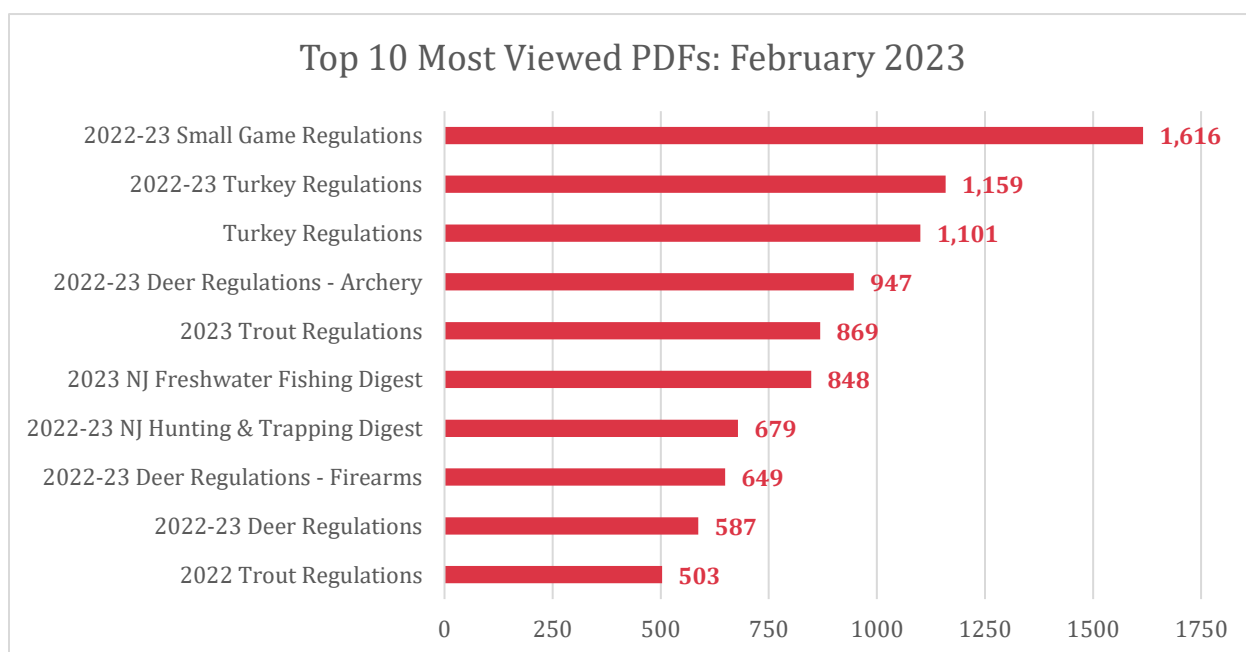
Rank	Page Name	Views
1	<a href="#">Hunting</a>	15,231
2	<a href="#">Licenses &amp; Permits</a>	12,135
3	<a href="#">Fishing</a>	11,641

4	<a href="#">Fishing   Freshwater   Buy a License</a>	9,550
5	<a href="#">Hunting   Buy a License</a>	8,658
6	<a href="#">Fishing and Hunting License and Permit Information</a>	7,255
7	<a href="#">Hunting   Hunter Education</a>	7,034
8	<a href="#">Hunting   Seasons and Regulations</a>	5,873
9	<a href="#">Fishing   Marine</a>	5,129
10	<a href="#">Fishing   Freshwater</a>	4,944

Other popular pages on the **New Website** were:

Rank	Page Name	Views
11	<a href="#">Fishing   Freshwater   New Jersey Freshwater Fishing Digest</a>	4,663
12	<a href="#">Hunting   Wild Turkey in New Jersey</a>	3,944
13	<a href="#">Hunting   Deer Seasons and Regulations</a>	3,768
14	<a href="#">Fishing   Marine   Recreational</a>	3,731
15	<a href="#">Hunting   Hunting and Trapping License Information</a>	3,638
16	<a href="#">Hunting   New Jersey Hunting and Trapping Digest</a>	3,581
17	<a href="#">Hunting   Obtaining Hunting and Trapping Permits</a>	3,396
18	<a href="#">Bears   Garbage Management</a>	3,298
19	<a href="#">Fishing   Freshwater   Spring Trout Fishing Information</a>	3,131
20	<a href="#">Marine   Seasons and Regulations</a>	2,957

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	<a href="#"><u>2022-23 Small Game Regulations</u></a>	1,616
2	<a href="#"><u>2022-23 Turkey Regulations</u></a>	1,159
3	<a href="#"><u>Turkey Regulations</u></a>	1,101
4	<a href="#"><u>2022-23 Deer Regulations - Archery</u></a>	947
5	<a href="#"><u>2023 Trout Regulations</u></a>	869
6	<a href="#"><u>2023 NJ Freshwater Fishing Digest</u></a>	848
7	<a href="#"><u>2022-23 NJ Hunting &amp; Trapping Digest</u></a>	679
8	<a href="#"><u>2022-23 Deer Regulations - Firearms</u></a>	649
9	<a href="#"><u>2022-23 Deer Regulations</u></a>	587
10	<a href="#"><u>2022 Trout Regulations</u></a>	503

### **Additional Activities**

Additional activities included attending the Recreational Boating and Fishing Foundation workshop in Houston, Texas; a meeting for the 50<sup>th</sup> Anniversary of the New Jersey Endangered Species Conservation Act; several meetings concerning the ongoing Wildlife Habitat Supporter Campaign; bi-weekly Outreach Group meetings; and Commissioner's Updates.

### **WILDLIFE INFORMATION/PUBLIC OUTREACH (Linda DiPiano)**

#### **GovDelivery (Listserv) Messages**

Eleven (11) email messages were drafted and sent to various e-mail lists and outdoor writers. Assistance was provided to staff on four (4) additional messages.

1. Save the Date! Fisheries Forum Saturday, February 25 at 10am (2/16/23)
2. Turkey Permit Lottery Application Deadline Tuesday (2/17/23)
3. Reminder To Successful Beaver or River Otter Trappers (2/18/23)
4. SAVE THE DATE! Annual Trout Meeting Saturday, March 4 at 10am (2/21/23)
5. Don't Miss Out! Fisheries Forum Saturday at 10am (2/23/23)
6. Reminder: Annual Trout Meeting Saturday, March 4 at 10am (3/1/23)
7. Tell us how to spend funding for outdoor recreation in NJ! (3/7/23)
8. Would you share your opinions about hunting? (3/7/23)
9. Join the Upcoming Stakeholder Meetings for New Jersey's Natural and Working Lands Strategy (3/8/23)
10. Watch Out for Whales in New Jersey's Waters (3/9/23)
11. Most Trout Waters to Close March 20 (3/15/23)

GovDelivery List Numbers to Date:

	3/1/2023
Freshwater Fishing	64436
Hunting	42537
Marine Fishing	58490
Wildlife	41499
Education	36282
Endangered Species	32335
Shellfish	38959
Outdoors	44098
Sparta Mt.	27825
CHANJ	32229
Marine CARES Act Information	16011
Marine Fisheries Grant and Assistance Information	2687
Total	437388

### **Responses to the Public Email Address**

The public email address received approximately 142 emails during this report period. A total of 105 were directly responded to and the rest were forwarded to the appropriate parties for response.

### **Marine Digest Production**

The second pass of the marine digest was received from the publisher and sent to Bureau of Marine Fisheries staff for editing. The second pass of edits was then uploaded to the publisher on March 10.

Options were also sent to the publisher regarding cover possibilities.

### **Hunting and Trapping Digest Production**

Staff awaited the March 15 material submission deadline from the Bureau of Wildlife Management.

### **Wildlife Conservation Corps**

The Wildlife Conservation Corps now has 4,523 members.

One email was sent to volunteers during this reporting period: WCC Volunteers Needed for Opening Day Angler Survey.

### **Outstanding Deer Program**

Official scoring sheets for the program (typical antlers and non-typical antlers) were updated and are now on the Outstanding Deer Program webpage.

### **Other**

Staff attended a marketing meeting with staff from ASPIRA and Fish and Wildlife to learn the capabilities of their *Braze* marketing platform and how we can use it in conjunction with our existing platforms (GovDelivery, Facebook, and Instagram). It is possible to use the Braze system to target license buyers with specific campaign marketing information. A follow-up meeting is being planned for the future.

An internal meeting with I&E staff regarding angler volunteer training was attended.

I&E Staff met with DOIT staff regarding the upgrade and installation of equipment in the Pequest auditorium for meetings and educational programs (in-person, virtual, and hybrid).

Staff met with Freshwater Fisheries staff to discuss and practice the platform upon which the virtual fisheries forum and trout meetings will be shown.

Staff attended a virtual Governor's Surf Tournament planning meeting.

Staff attended a planning meeting with I&E staff, Matt Dunfee (The Wildlife Institute), Phil Seng (DJ Case & Associates) and Stephanie Hussey (Recreational Boating and Fishing Foundation) to develop an agenda for the Angler R3 kick-off meeting.

Staff attended an Association for Conservation Information board meeting.

Staff attended an internal meeting with I&E and ENSP staff to discuss the 50<sup>th</sup> Anniversary of the Endangered Species Act and how our bureau can help spotlight New Jersey's conservation success stories throughout the year. ENSP will provide topics and I&E's outreach group will develop an outreach campaign to highlight each.

## **WILDLIFE INFORMATION – INTERNAL COMMUNICATION (Kathy Porutski)**

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

January Bureau Reports

ENSP's Kathy Clark Speaks About Bald Eagle Recovery @ 12:30 p.m. Tomorrow

No Phones or Internet @ MRO

NOV Postings (2) - Parks & Forestry

Maintenance Worker 1

Regulatory Officer 1

Phone/Internet Service Restored @ MRO

NOV Postings (3)

Management and Budget - Analyst Trainee

Deputy Commissioner Legal, Regulatory & Legislative Affairs - Program Specialist 1

Watershed & Land Management - Boat Attendant

Seasonal Technician Needed for Migratory Shorebird Project Spring 2023

February Bureau Reports

### **Spotlight Announcements Created w/ Images:**

#### **March 12 – Daylight Savings Time Begins**

**Also, during this reporting period:** the Bureau of Information and Education's Monthly Report for February was compiled and edited; the Outside Activity Questionnaire was taken; a meeting on Billboard and Bib Concepts for the Marine Resources Administration was attended on 3/8; and the retiree email address list was updated.

## **PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)**

### **Publications/Graphics**

- Created Marine Digest QR codes (14)
- Worked on new draft of Mosquito Control Commission logo
- Developed Home Page QR Code and Survey QR codes (2)
- Logos modified and shared with staff
- Deer Management and the Farmer brochure edits made, and draft provided
- Lenape Forestry interpretive signage QR code placeholder provided
- Designed art for various promotional projects
- Great Fishing Close to Home draft edits made and provided to staff for review
- WMA sign communication review requested, logos and QR codes provided for updates
- Manipulated photos to improve interpretive signage

## **Photography/Videography**

- East Point Lighthouse still photos and walkthrough footage reviewed/shared for RFP
- Uploaded underwater footage for Pequest project
- Aerial footage/stills shared with program specialist
- Meeting with BLM supervisor and documentation of Columbia WMA habitat work
- Pequest Fly Fishing program documented with stills and footage
- Footage and stills reviewed, edited, uploaded, and shared with staff
- Pequest trout fry preschool program documented with stills and footage
- Images and video for Beaver Brook/Columbia, Pequest, Black River, Colliers Mills, and Greenwood Forest added to WMA folder in the One Drive library for staff use
- Roughly 17 GB of files uploaded to One Drive
- Completed list of WMA photos were reviewed and updated for promotional effort
- Black River WMA Lands Management work documented and shared with staff
- Three staff requests for photos were searched, compiled, and delivered
- Pequest Hatchery production video reviewed, and comments offered
- Reviewed and uploaded footage to cloud drive for videographer/editor

## **Meetings/Training Attended**

Homeland Security meeting (on drone products and course of action for I&E)  
Lenape Forestry Interpretive Signage meeting  
Small Unmanned Aircraft System committee meeting  
Teams meeting with DEP lead pilot  
Monthly flight training performed

## **PUBLIC INFORMATION AND DIGITAL MEDIA (Matt Hencheck)**

### **Video Production**

- *Pequest Trout Hatchery 40<sup>th</sup> Anniversary video* – This is a 40<sup>th</sup> anniversary commemorative video of the hatchery highlighting the history of construction, trout production, stocking seasons, biosecurity measures, education programs and the staff members who make it all possible. Filming has officially wrapped on this video and editing has been ongoing throughout the winter months. Once approved, it will post to all social media platforms and the NJFW website after the Opening Day of Trout season on April 9.
- *2023 Freshwater Fisheries Forum video* – The 2023 Freshwater Fisheries Forum video was edited, enhancing the audio in certain segments, and tightening up section transitions to provide for a more fluid viewing experience. The video was uploaded to the NJ Fish and Wildlife YouTube Channel.
- *2023 Annual Trout Meeting video* – The 2023 Trout Meeting video was edited, and a two-minute introductory piece was produced highlighting the Pequest Trout Hatchery and

much of the work that goes into raising over 600,000 trout for stocking throughout New Jersey's waters. The short promotional video was premiered during the trout meeting.

- *World Wildlife Day video* – In celebration of World Wildlife Day on March 3, a short video highlighting many of New Jersey's own wildlife conservation projects was produced.
- *Women's History Month video* – March is Women's History Month. To help celebrate, a short video was produced to showcase the many women in our agency who protect and manage the state's fish and wildlife resources on a daily basis.

## **SOCIAL MEDIA (Katie Paey)**

### **Facebook**

The NJFW Facebook (FB) page had **46,171 followers** at the end of this reporting period.

The total reach of the NJFW Facebook page during this reporting period was 170,619 people.

Nineteen (**19**) 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.

Post topics included: Go Fish Fridays, virtual fisheries forum announcement, trout stocking meeting announcement, shed deer antlers, Hooked on Fishing team leader training, Sedge Island overnight programs, Bureau of Law Enforcement request for assistance with dumping case, Pequest fly tying program, R3 turkey seminars, World Wildlife Day, employment opportunities, Stafford Forge WMA wildfire update, Pequest Lunch and Learn program, Ken Lockwood Gorge WMA Wildlife Habitat Supporter Program promotion, and spring black bear activity.

**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):

**2/22** – Deer shed antlers – reached **58,664** people, **2,888** engagements

**2/27** – Bureau of Law Enforcement request for assistance – reached **42,138** people, **17,715** engagements

Staff continues to like and respond to comments and other questions on our NJFW FB page in post comment threads, direct messages to our page, event postings and outside timeline posts.

*If you have ideas for a Social Media post, please contact [katie.paey@dep.nj.gov](mailto:katie.paey@dep.nj.gov).*

### **Instagram**

The NJFW Instagram page had **13,471 followers** at the end of this reporting period.



The total reach of the NJFW Instagram page during this reporting period was 26,964 people.

Twelve (**12**) Instagram posts were posted this period. Posts include photographs and video taken by staff, and graphic pieces created for promotions.

Post topics included: Go Fish Fridays, virtual fisheries forum announcement, trout stocking meeting announcement, shed deer antlers, Bureau of Law Enforcement request for assistance with dumping case, R3 turkey seminars, World Wildlife Day, Ken Lockwood Gorge WMA Wildlife Habitat Supporter Program promotion, and spring black bear activity.

Four (**4**) Instagram stories were posted this period. Topics included: employment opportunity, Sedge Island overnight programs, “*Outside, Together*” survey, and the fisheries forum link.

Instagram highlighted stories were updated and expired stories were removed from page highlights.

All Linktree account links in the NJFW Instagram page bio were updated.

**Instagram posts with the most reach this period –**

**2/27** – Bureau of Law Enforcement request for assistance - reached **10,591** people, **1,350** interactions

**3/3** – World Wildlife Day reel - reached **8,676** people (54% were non-followers), **527** interactions

Staff monitored and responded to comments and private messages.

*If you have ideas for a Social Media post, please contact [katie.paey@dep.nj.gov](mailto:katie.paey@dep.nj.gov).*

**Other**

Content was added to the shared Social Media/GovDelivery content calendar.

Information from the Social Media/GovDelivery content calendar was composed into weekly updates and sent to outreach and R3 staff.

Graphics were created for use on social media.

Photos were edited for use on social media.

An Outreach Group meeting was attended on March 6.

A meeting with Aspira was attended on February 16 to discuss social media and email marketing efforts.

A meeting with Marine Resource Administration staff was attended on March 8 to provide feedback on proposed billboard options.

A meeting with Endangered and Nongame Species Program staff was attended on March 9 to discuss an upcoming marketing campaign to promote the 50<sup>th</sup> anniversary of the Endangered and Nongame Species Act.

Access to Aspira's Google Analytics property was obtained to track and analyze donations to the Wildlife Habitat Supporter Program, which can be used to measure effectiveness of our marketing campaigns.

Staff proposed that a direct link for Wildlife Habitat Supporter Program donations be placed on Aspira's license sales website, which the company has agreed to do. The link will be used for social media and GovDelivery messaging.

## **BLACK BEAR EDUCATION PROGRAM (Michelle Smith)**

### **Outreach Group**

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

Biweekly Outreach Group meetings were conducted.

Website support was provided while the site administrator was away at a conference.

### **Wildlife Habitat Supporter Program**

The Wildlife Habitat Supporter Program (WHSP) marketing campaign was tailored to focus on promoting an individual wildlife management area each month. The public will be encouraged to help support management of these areas through their donations. Consequently, our agency website home page and the WHSP donation page were updated to promote the new content, which will also be disseminated monthly through promotional email messages, social media messages, promotional videos, and news alerts. Campaign analysis of the *WMA of the Month* promos will be conducted in early summer to assess the effectiveness of this initiative.

### **Other**

Meetings were attended on various agency initiatives including: Aspira's marketing efforts for the agency, the Marine Resource Administration's billboard marketing campaign, and ENSP's promotional efforts for the 50<sup>th</sup> anniversary of the Federal Endangered Species Act and the New Jersey Endangered Species Conservation Act.

Outreach Group entries are being compiled for the 2022 ACI awards contest.

## **BLACK BEAR EDUCATION PROGRAM (Lyla Kaul)**

### **Bear Literature Distribution**

Black bear educational materials were distributed to one municipal police department and one campground. An email promoting our literature was sent to private campgrounds and camps statewide.

<b>Literature Type</b>	<b>Amount Distributed</b>
English Brochures	320
Spanish Brochures	100
Kids Activity Books	347
Camper Cards	500
Tyvek Signs	0
QR Code Flyers	100

### **Bear Webpages**

A second draft of the bear response webpage for local law enforcement was completed. The bear banner on Fish & Wildlife's homepage was updated to include links to the DEP spring bear news release and the bear landing page. Alerts were added to the bear landing page directing site visitors to the [Prevent Bear Damage page](#) and the DEP news release. Edits were also made to the [Black Bear Biology and Behavior page](#) and the [Publications and Materials page](#).

### **Bear Presentations and Exhibits**

Edits to the black bear presentation are complete. The presentation and exhibit will be offered to schools, summer camps, campgrounds, nature centers, scouts, hiking clubs, and municipalities beginning April 1.

### **Marketing Campaign**

On March 7, the initial survey for the behavioral analysis study went live. Respondents are being asked to answer questions regarding their familiarity with Fish & Wildlife's FY22 black bear campaign, bear safety practices, and willingness to engage in those practices.

On March 15, the spring bear campaign launched. It includes updated versions of creatives used in the FY22 campaign and emphasizes that residents should secure garbage and other attractants as bears emerge from their winter dens.

## **Toolkit for Municipalities**

A black bear toolkit for municipalities is being created. It will include an introduction to black bears in New Jersey as well as guidelines for reducing wildlife attractants, implementing garbage ordinances, and utilizing provided bear media, publications, and links to our bear webpage.