



BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT

Al Ivany, Chief

April 16, 2023 – May 15, 2023

HUNTER EDUCATION/R3/NASP®

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

The Hunter Education Program is in mid-spring season form with 13 statewide live-fire range sessions completed. These sessions resulted in the issuance of 420 certificates (292 firearm and 128 archery) during this report period.

Hunter Education Live-Fire Range Session registration schedules were posted for the remainder of May and June before these sessions close for the summer. They will reopen in August.

Staff immediately began utilizing recently purchased firearms (Remington 870s). Any issues will be dealt with during the summer break.

During the report period, 161 emails were fielded by staff. Included in these are duplicate hunter education requests, non-resident unlock requests, rifle permit unlock requests, general hunter education questions and other miscellaneous inquiries. A total of 14 non-residents were unlocked (primarily turkey hunters who were looking to obtain turkey permits). In addition, four rifle permit unlocks and 58 duplicate requests were processed during this report period.

Trapper Education

Staff updated the Trapper Education webpage. Once the Fall Trapper Education classes are scheduled, they will be posted on both the Electronic License System and New Jersey Fish & Wildlife's website.

Miscellaneous

Staff finalized the approval process for New Jersey to continue its 2023 membership in the International Hunter Education Association (IHEA). IHEA is the professional organization affiliated with the Association of Fish and Wildlife Agencies.

Social media research is being conducted to compare other states with Hunter Education/R3 pages. Facebook, Instagram, and Twitter are being investigated. Staff is looking at types of posts, responses of likes and/or comments, how each state handles negative feedback, how often posts are made, and specific topics. The information will be used to guide our future Hunter Education and R3 social media posts to help us achieve the highest success rates for sharing.

Staff operated the shotgun patterning range portion of the R3 Women's Mentored Turkey Hunt. The range session allowed staff to teach participants proper shooting positions related to turkey hunting and ensure that each student's firearm was patterned properly for quick and ethical harvests if the opportunity presented itself.

Staff participated as a mentor for the above hunt on May 1-2, 2023, in Vineland, New Jersey. All participants saw action with a total of four turkeys harvested.

Staff represented Fish and Wildlife at *Hunters Helping the Hungry* and Warren County Federation of Sportsmen's Clubs meetings during the report period.

R3 (Joe Leskie, Courtney Venuti, Tiffany Woolley)

Fish & Wildlife's R3 Program held its third annual Women's Mentored Turkey Hunt for nine women April 30 - May 2, 2023. This event was made possible through partnerships with representatives from the Landis Sewerage Authority in Vineland who provided hunting access to their property, Good Sports Gunning Club in Millville who allowed the use of their club for range sessions and pre-hunt programming, and R3 mentors from NJ Fish & Wildlife, as well as the National Wild Turkey Federation's Tri County Longbeards and Women in the Outdoors (WITO). All participants learned about shotgun patterning, turkey calling, scouting, planning and equipment before heading into the woods. Over two mornings, four turkeys were harvested, making this the third consecutive year that four birds were harvested during the program. All participants heard gobbles and had incredible experiences, leaving with great stories to share.

Staff spent a considerable amount of time on the Women's Mentored Turkey Hunt organizing and conducting the event, including purchasing equipment and preparing food as well as mentoring participants for two days of turkey hunting.

Staff completed the Spring edition of the R3 newsletter highlighting recruitment, retention, and reactivation efforts in New Jersey. Topics included turkey seminars, information on the women's mentored hunt, final deer harvest totals, a turkey recipe, wildlife facts on raccoons, and more. The newsletter will be shared on the R3 website later in May.

Staff continue to work on creating tutorial videos for the agency's Hunting and Trapping Explorer. The R3 program objective is to provide step by step instructional videos on multiple species to assist hunters in navigating the mapping tool in the future.

Tuckahoe Managed Waterfowl Hunt

R3 staff moved and secured hunting blinds prior to the lowering of water levels necessary for spring planting efforts.

Staff cleaned, organized, repaired, and inventoried loaner decoys. The decoys were heavily used during the previous hunting season.

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

NASP training was scheduled for the Jonas Salk Middle School in Old Bridge Township.

Two National Archery in the Schools Program (NASP®) Basic Archery Instructor (BAI) training courses were scheduled during the report period. NASP® BAI Training is a HYBRID class containing two parts: an online course and an in-person field day. If participants do not complete the online course, they will not be allowed to participate during the in-person session. Two locations were scheduled: Southern Regional High School in Manahawkin (Ocean County) and the Wallkill River National Wildlife Refuge in Sussex (Sussex County).

Staff supplied a loaner archery curtain for use at Hardyston Middle School in Sussex County during the report period.

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

Sedge Island Natural Resource Education Center

Program requests continued to be received and processed for the 2023 Sedge Island season. Students who applied for the Sedge Island Field Experience and Sedge Island Field and Research workshop were notified of their application status.

A volunteer workday was held at Sedge to open the house and get the equipment ready for the season. A temporary deck was built to replace the one that was washed away over the winter when the gangway moved. The kitchen, Clivus units and boat house were cleaned. Kayaks were repaired and placed on racks. The lawn was mowed.

Trout in the Classroom (TIC)

Registration is now open for the 2023-24 school year. Several new teachers reached out and are currently in the process of purchasing equipment.

Schools continue to release the fish they raised during the 2022-23 school year.

Angler R3

On May 10, a final meeting was held with our planning partners (Recreational Boating and Fishing Foundation, Wildlife Management Institute, and DJ Case and Associates) for the upcoming Angler R3 workshop. Fish and Wildlife staff who will be attending this workshop were provided with the agenda, results from the anonymous Angler R3 survey and background information on R3.

A Beginner Surf Fishing Workshop for Veterans will be held on Saturday, May 20, in partnership with Island Beach State Park's surf fishing staff and volunteers. Seventeen participants were selected based on their fishing experience with most indicating they are new/inexperienced anglers with a few individuals interested in getting reacquainted with the sport.

Plans for fishing clinics are being finalized for the following locations: Wilson Pond in Linden, Lake Aeroflex at Kittatinny State Park in Andover, and Lake Manalapan in Jamesburg for the month of June. These clinics will utilize volunteer instructors who will teach adult participants fishing basics and safety including how to set up equipment and select and utilize bait and tackle. Each clinic will conclude with a fishing experience. Registration forms and flyers are being finalized for distribution. Additional fishing clinics will be offered at central and southern locations throughout the summer.

Governor's Surf Fishing Tournament

A committee meeting was attended with discussion of final plans for tournament day. All preregistration packets were mailed to participants, as well as registration packets for the high school teams. Raffle prizes must still be purchased. T-shirt and hat designs were approved and sent to the printer.

Other

The Green Eggs and Sand workshop logistics are being finalized. Staff continues to work on updating curriculum activities in preparation for posting online.

An events meeting was attended where it was decided to forgo one large event and focus on attending smaller ones as I&E staff has been doing with the Mobile Education Trailer. Bureaus

will submit possible locations to attend with the trailer. Staff emphasized the need and importance to have other bureau staff assist with attendance at these events.

The final pass of the 2023 Marine Digest was approved and we are currently awaiting delivery. The first pass of the 2023-2024 Hunting and Trapping Digest has been sent to appropriate staff for review and editing.

The Record Fish program continues to be updated.

Staff assisted with the Women's Mentored Turkey Hunt.

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

Pequest Natural Resource Education Center

Requests for school and group programs continue to be received, and the calendar is full through mid-June.

Pequest education staff ran 15 programs for schools and organized groups this reporting period for a total of 332 participants. Programs included Hatchery Tours, Habitat Hikes, and Fishing Basics programs.

Several open enrollment programs were held during this reporting period. The fourth Lunch and Learn had 19 attendees anxious to learn about native butterflies. A Native Gardening Program was also held for six people, followed by a planting/clean up session at the hatchery.

The Let's Go Fishing program had 15 people attend the two-night workshop. The program is geared toward teaching adults how to fish so that they can take their children out in the future.

Nature Nurtures, a story and craft time was held for five kids, aged 3-5. They read a book about otters, discussed the differences between sea and river otters in New Jersey, and created an otter to take home.

Healing Waters held an event at the Education Pond for veterans.

Hunter Education hosted two classes at Pequest.

A meeting with the Gecko Group was attended to review plans and modifications made thus far for the new exhibits at Pequest. Gecko showed staff their modifications to allow the new exhibits to fit into the current space. Concerns and problems were addressed.

Staff conducted interviews for a new hourly education position to lead Pequest education programs. A selection was submitted to Human Resources and a start date of June 5 was given.

Mobile Education Trailer (MET)

Requests continue to be received for the trailer. However, with limited individuals available to drive and staff it, not all requests can be accommodated.

During this reporting period, the MET attended three events: the Toms River Green Fair on April 20 (approximately 150 people); Barnyard Days at Phillipsburg High School May 10-11 (800 visitors); and Joint Base McGuire-Dix-Lakehurst Earth Day Festival on May 13 (301 people).

Hooked on Fishing - Not on Drugs (HOFNOD) Program

HOFNOD Team Leader Training was held at the Lighthouse Center in Waretown April 21-23, 2023. A total of 17 participants from across the state were in attendance. In addition to fly tying and make your own “jiggle stick” as supplemental activities, Kim Westley, a substance abuse counselor, presented an informative and hands-on activity exploring factors surrounding the progression of substance use to abuse and how genealogy can play a role in addiction.

Staff assisted with a training session for 13 City of Trenton employees from the Department of Recreation, Resource and Culture, and the Department of Public Works. The goal of the training was to provide a thorough understanding of fishing equipment and safety to better prepare city staff to assist youngsters at their annual youth derby. During the training, staff completed the setup of 60 new fishing rods to be used during the event. The training concluded with a fishing session for staff who, despite the wet weather, had an enjoyable time. A follow-up meeting indicated that staff are feeling better prepared to help on derby day (June 3) as part of the Youth Fishing Challenge. A big thank you to H. Nebling for assisting with the training on April 29.

Staff is organizing a series of Sisters Afield events over the next few months. The first event will be held at Sedge Island July 7-9.

Youth Fishing Challenge materials distribution continues for sites not able to pick up their supplies on the designated dates.

K. Byrne and L. DiPiano provided M. Monteschio with a summary of the HOFNOD program and opportunities for expansion if additional funding was to become available.

WEBSITE ACTIVITY (Doug Rizio)

New and Updated Pages, Images, and Documents

Nine (9) news updates were posted in April.

One (1) job posting was also published, while five (5) job posts were deleted after their closing dates.

Five (5) web pages were created: four (4) for black bear content and one (1) for migratory birds.

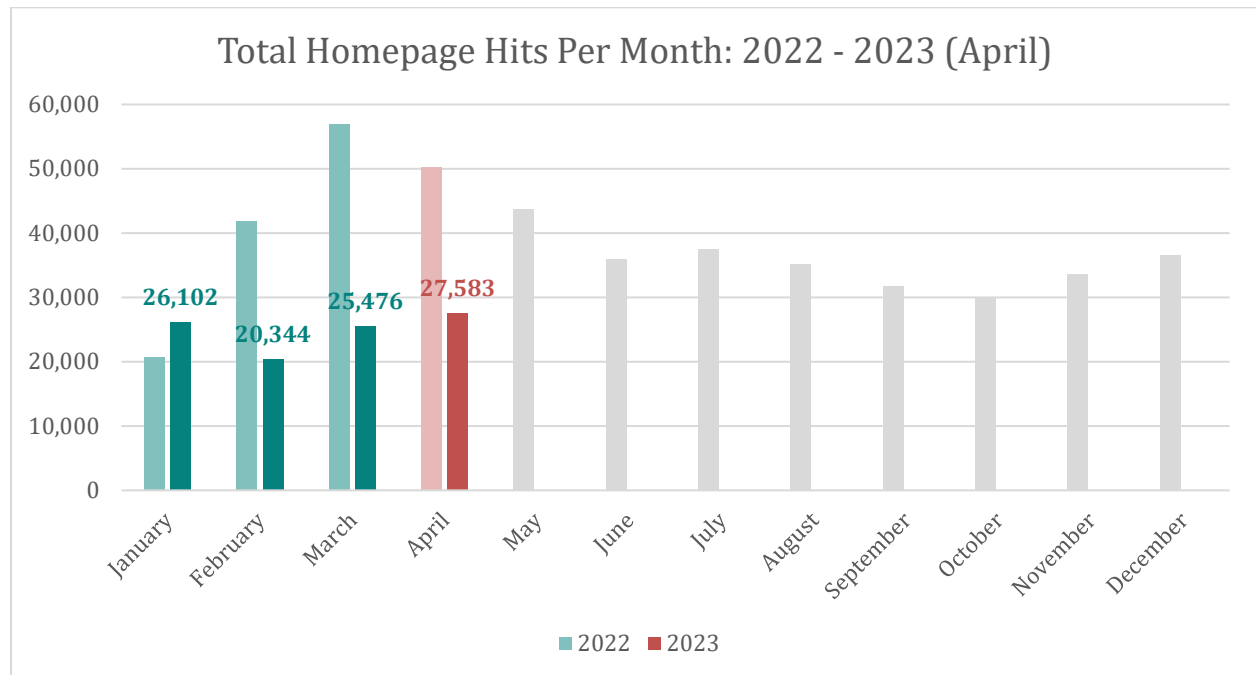
Four (4) other web pages were deleted and consolidated into other parts of the website. Approximately ninety-seven (97) pages were revised/updated during the report period.

Approximately seventy-seven (77) documents were edited in or converted to PDF format. These included: Bureau Reports (12) in one .zip file; Meeting Documents (14) in one zip file; Minutes/Agendas (15); Job Descriptions (3); and others (33).

Twenty-three (23) images and one (1) video were also edited and posted.

Analytics – Home Page

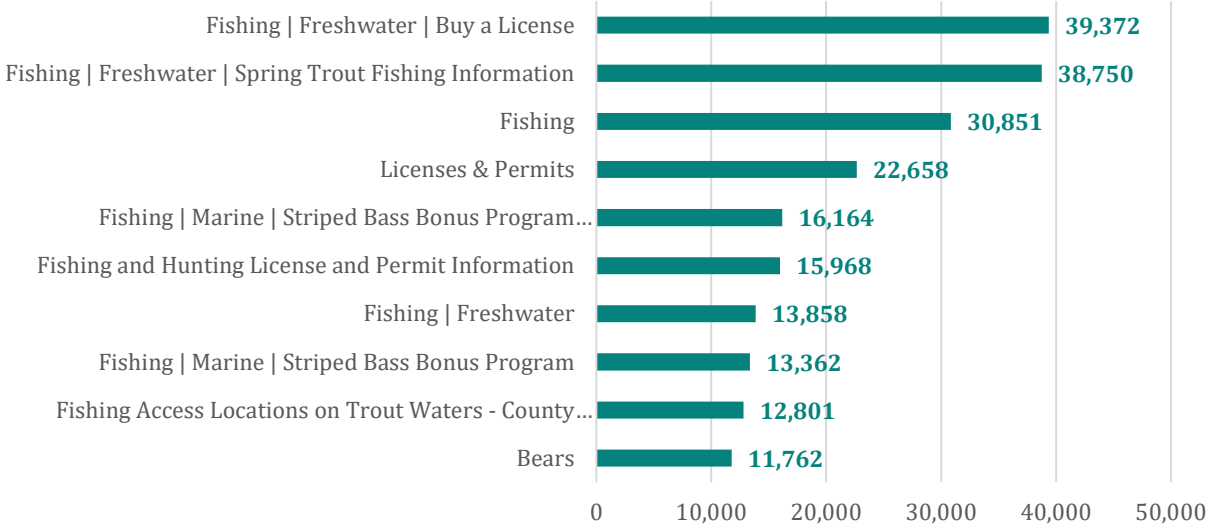
The number of hits on the home page in April was 27,583; an average of 920 hits per day. It is an increase of 2,107 hits from the previous month of March (25,476) and a decrease of 22,608 hits from April of the previous year (50,191).



Analytics

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

Top 10 Most Viewed Pages: April 2023

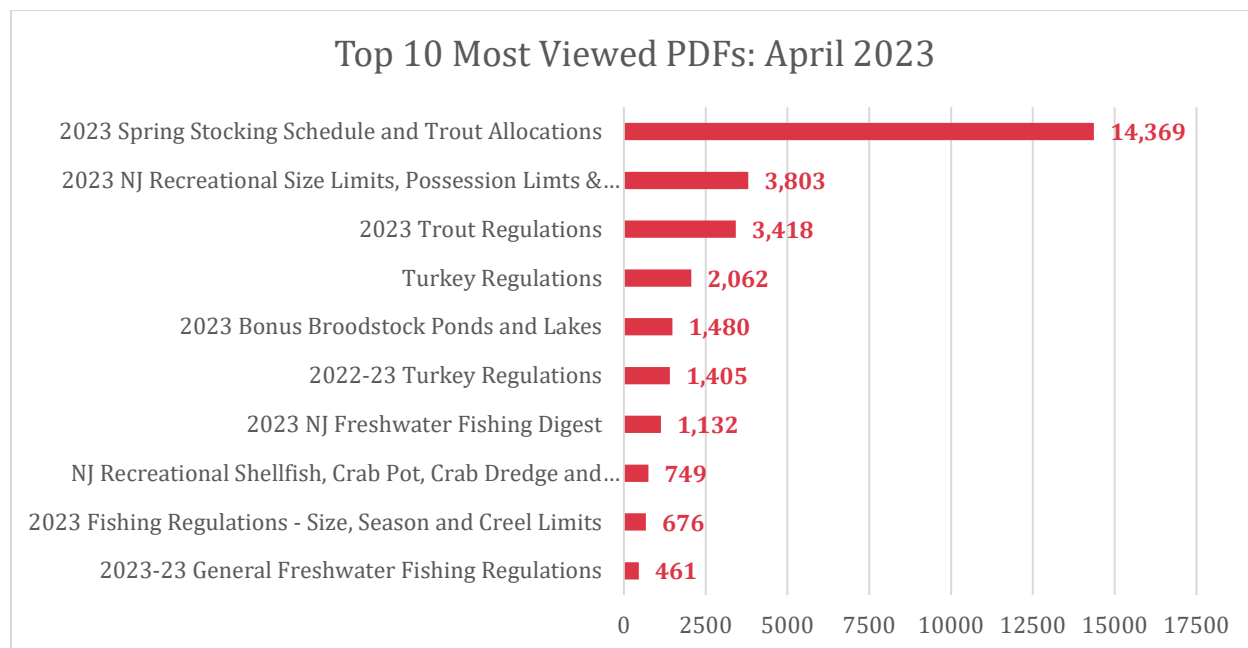


Rank	Page Name	Views
1	Fishing Freshwater Buy a License	39,372
2	Fishing Freshwater Spring Trout Fishing Information	38,750
3	Fishing	30,851
4	Licenses & Permits	22,658
5	Fishing Marine Striped Bass Bonus Program Application	16,164
6	Fishing and Hunting License and Permit Information	15,968
7	Fishing Freshwater	13,858
8	Fishing Marine Striped Bass Bonus Program	13,362
9	Fishing Access Locations on Trout Waters - County Listing	12,801
10	Bears	11,762

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

Rank	Page Name	Views
11	Fishing Marine	10,120
12	Hunting	9,712
13	Fishing Marine Recreational	8,837
14	Marine Seasons and Regulations	8,577
15	Fishing Freshwater Places to Fish - Ponds, Lakes, and Reservoirs	6,517
16	Licenses and Permits License Agents	6,492
17	Hunting Buy a License	6,097
18	Trout Fishing Information	5,748
19	Hunting Wild Turkey in New Jersey	5,412
20	Fishing Freshwater New Jersey Freshwater Fishing Digest	5,173

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	2023 Spring Stocking Schedule and Trout Allocations	14,369
2	2023 NJ Recreational Size Limits, Possession Limits & Seasons	3,803
3	2023 Trout Regulations	3,418
4	Turkey Regulations	2,062
5	2023 Bonus Broodstock Ponds and Lakes	1,480
6	2022-23 Turkey Regulations	1,405
7	2023 NJ Freshwater Fishing Digest	1,132
8	NJ Recreational Shellfish, Crab Pot, Crab Dredge and Lobster Pot Application	749
9	2023 Fishing Regulations - Size, Season and Creel Limits	676
10	2023 General Freshwater Fishing Regulations	461

Additional Activities

Additional activities included bi-weekly Outreach Group meetings and Commissioner's Updates.

WILDLIFE INFORMATION/PUBLIC OUTREACH (Linda DiPiano)

GovDelivery (Listserv) Messages

Nine (9) email messages were drafted and sent to various e-mail lists and outdoor writers.

Assistance was provided to staff with five (5) additional messages.

1. Youth Turkey Hunt Saturday; Season Opens Monday (4/18/23)
2. Temporary Closure of Union Lake Boat Ramp and Dam Parking Lots (4/19/23)
3. 2023-24 Migratory Bird Season Information & Population Status (4/20/23)
4. Get ready for Hunter Education this spring! (4/26/23)
5. Turkey Permits Still Available! (5/2/23)
6. Trout Stocking on the Passaic River Postponed Due to High Flows (5/2/23)
7. 2023 Marine Digest Available! (5/5/23)
8. Summer Closures in Five WMAs effective May 25 - September 4 (5/8/23)
9. Tuckahoe Boat Ramp Improvements COMPLETED (5/12/23)

GovDelivery List numbers To Date

	5/1/2023
Freshwater Fishing	62712
Hunting	42860
Marine Fishing	58810
Wildlife	41718
Education	36481
Endangered Species	32530
Shellfish	39173
Outdoors	44584
Sparta Mt.	28002
CHANJ	32431
Marine CARES Act Information	16306
Marine Fisheries Grant and Assistance Information	3045
Total	438652

Responses to the Public Email Address

Approximately 227 emails came to the public email address. A total of 157 were either directly responded to or forwarded to agency staff for response.

Outstanding Deer Program

Applications for this year's program are coming in and are being processed.

Marine Digest Production

The fifth pass of the marine digest was received back from the publisher on April 18 and sent to the Bureau of Marine Fisheries for their review. Edits were uploaded back to the publisher on April 21.

We received the final pass back on April 25 and sent that on to the Bureau of Marine Fisheries for one final look. Final Approval was given on May 1, 2023. The 2023 Marine Digest was posted on F&W's website on May 5.

With the current high cost of paper due to inflation, only 84,000 copies were printed. Thanks to the Licensing section for working so hard to trim down the delivery list for the printer. Copies should arrive in stores by May 18.



Hunting and Trapping Digest Production

We received the first pass of the 2023-24 Hunting and Trapping Digest back from the publisher on April 20. It was edited and sent to Wildlife, Law, Licensing and Hunter Education for edits, with a return date of May 10.

An extension was given to all bureaus for edits until May 16.

Wildlife Conservation Corps

The Wildlife Conservation Corps now has 4,558 members.

One opportunity was sent to volunteers during this reporting period:

1. WCC Volunteers STILL Needed for Summer Work at Menantico Wildlife Management Area (only sent to volunteers in Cumberland, Salem, Gloucester, Atlantic and Cape May counties)

Other

Staff assisted at the weekend HOFNOD team leader training held at the Lighthouse Camp in Waretown, Ocean County.

Staff attended *Take Your Kid to Work Day* in Trenton. Animal skins, skulls, and tracks used in the Mobile Outreach trailer were brought in for the youngsters to view and handle.

Staff attended interviews for a new I&E hourly at Pequest. A candidate was chosen and will be starting soon.

Attended a virtual Governor's Surf Tournament planning meeting.

The annual woodcock survey was conducted through the Great Swamp for the Bureau of Wildlife Management.

Attended a Pequest exhibits progress meeting with the design team from Gecko Group. All designs were to our liking, and they are proceeding in the right direction.

Attended an event planning meeting with all bureaus represented. The future direction of agency events was discussed.

Attended an Association for Conservation Information (ACI) board meeting. ACI is a non-profit organization of natural resources communicators. Comprised of professionals representing state, federal and Canadian natural resource agencies as well as private organizations, the Association promotes natural resource education, conservation, and the dynamic exchange of ideas.

New Jersey will be hosting the 2025 ACI Conference. Staff has begun calling hotels in Atlantic and Cape May counties to see if they could accommodate the event in 2025.

Attended a planning meeting regarding the June Angler R3 meeting agenda with I&E staff, Matt Dunfee (The Wildlife Institute), Phil Seng (DJ Case & Associates) and Stephanie Hussey (Recreational Boating and Fishing Foundation).

WILDLIFE INFORMATION – INTERNAL COMMUNICATION (Kathy Porutski)

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

NOV Posting - Fish & Wildlife (Administrative Analyst 4 - Fiscal Management)
Message from Asst. Commissioner Golden ~ Glassboro Habitat Project Notice of Violation
NOV Posting - F&W (Sr. Wildlife Worker ~ Wildlife Control)
April Bureau Reports
Office of Information Systems Now Managing SharePoint
Mike Haines Retirement
Donating Benefit Time for Nicole LeLievre
Creating Backyard Habitats for Wildlife Infographic (drafted, but unreleased)

Spotlight *Announcements* Created w/ Images:

May 14 – Happy Mother's Day

May 29 – Memorial Day ~ Honor & Remember

Also, during this reporting period: the Bureau of Information and Education's Monthly Report for April was compiled and edited; and a list of employee state cell phone numbers was updated for the Assistant Commissioner's Office.

OUTREACH GROUP (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.

An Agency Events meeting was attended to develop an updated strategy for implementing wider-reaching education and outreach events.

The monthly Fish and Game Council meeting was attended to formally introduce the agency's new black bear outreach program specialist.

A meeting was attended with the bear outreach campaign marketing vendor to review the results of their pre-campaign behavioral analysis survey.

Meetings were held with ENSP staff to coordinate the development of a social media campaign to promote the 50th anniversary of the Endangered and Nongame Species Conservation Act.

Biweekly Outreach Group meetings were conducted.

A social media coverage schedule was developed for Outreach Group staff to assist with providing coverage when required.

The Wildlife Habitat Supporter program marketing campaign continued. An updated campaign analysis of the promotional messages and signs will be conducted in early summer.

PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)

Publications/Graphics

- Logos modified for monochromatic white version for staff use
- *Deer Management and the Farmer* brochure updates made and shared with staff
- Large aerial files were formatted to fit pre-existing frames. Prints were ordered and picked up in Flemington for large conference room display in Trenton. Recycled frames were opened, and reframing of new prints was completed. Placement locations were mapped out and prints were hung.
- Amphibian crossing signs were modified with appropriate Pantone colors
- Marine Digest QR codes were made

- Social posts were made for three days to cover for the social administrator
- Worked on vector art stages of beach nesting birds for an ENSP project
- QR codes created for saltwater fishing
- QR license pages were developed

Photography/Videography

- Stone Tavern and Assunpink Lake spring aerial imagery recorded, site visit
- Four northern NJ sites visited for diverse fishing photos
- Review and upload aerial photos
- Wood turtle work conducted by ENSP documented with site visit
- Columbia WMA lake sections reviewed with Bureau of Land Management
- Review and refine footage, upload and share for video production
- Bog turtle work by ENSP and Audubon documented with interviews, site visit
- Footage from iCloud pulled and placed on One Drive for video use
- Footage of wood turtle work uploaded to One Drive
- ENSP guided Sparta Mountain bird habitat hike documented, site visit
- Footage and stills of bog turtles uploaded to One Drive
- Turkey Swamp WMA aerial and photos, site visit
- ENSP's kestrel work documented with site visit
- Timber rattlesnake surgeries documented with ENSP guidance and interviews, site visit
- Review and refine footage, upload and share for video production
- Roughly 23 GB of photo/video files uploaded to One Drive
- Three staff requests for photos were delivered

Meetings/Training Attended

Outreach Group Meetings

ENSCA 50th Anniversary planning meeting

Monthly flight training

Firmware updates on equipment – software conflicts with DJI fly zone restrictions

PUBLIC INFORMATION AND DIGITAL MEDIA (Matt Hencheck)

NJ Wildlife Tracker video – Scheduled to be posted on Endangered Species Day (5/19), the video highlights the work of Fish and Wildlife's Endangered and Nongame Species Program (ENSP) Biologist Gretchen Fowles. The NJ Wildlife Tracker is Fish and Wildlife's new reporting application that allows the public to submit wildlife sightings via their cell phone or computer. The video was filmed as a larger effort to promote the Endangered and Nongame Species Conservation Act's (ENSCA) 50th anniversary. We plan on posting videos of ENSP's work throughout the remainder of the year.

Kestrel Survey – Documented kestrel surveys with ENSP Zoologist Bill Pitts surveying manmade kestrel boxes in the Hunterdon County area. In addition to this survey, we will also

document banding kestrel chicks in June. The filming of this project is part of the ENSCA's 50th anniversary promotion.

Wood Turtle Survey – Documented wood turtle surveys with ENSP biologists Brian Zarate and Gretchen Fowles in the Sparta Mountain Wildlife Management Area (WMA). In the video, the two are shown working with ENSP's detection dog "Fly." Wood turtles are a threatened species in northern New Jersey. When staff locate a turtle, data is collected, and a tracking device is attached to the outer shell. This video is still in the editing stages with plans to post a short video of the project in June. The project is part of the ENSCA's 50th anniversary promotion.

Fly "The Detection Dog" video – This production stars Fly as she helps biologists track wood turtles and bobcats. Fly helps staff locate these species in their natural habitats so that vital information can be collected. This standalone video of Fly will be posted in late May. The project is part of the ENSCA's 50th anniversary promotion.

Bog Turtle Survey – Documented bog turtle survey work with ENSP Zoologist Bill Pitts in southern New Jersey. Once a turtle was discovered, staff took measurements and collected data before attaching a tracking device to capture additional data. This video is in the early editing stages with plans to post in early June. The project is also part of the ENSCA's 50th anniversary promotion.

Sparta Mountain Forest Restoration– Accompanied ENSP Zoologist Sharon Petzinger on a tour of the Sparta Mountain WMA. We documented long-term restoration projects to restore habitat for certain bird species and other wildlife. This project is part of the ENSCA's 50th anniversary promotion.

Timber Rattlesnake Surgery video – Documented the surgical implantation of a tracking device on a timber rattlesnake with ENSP Zoologist Kris Schantz at the Woodland Wildlife Refuge. After surgery, the snake was released into the wild. This video is still in the early editing stages and planned to be posted in early June. This project is also part of the ENSCA's 50th anniversary promotion.

SOCIAL MEDIA (Katie Paey)

Facebook

The NJFW Facebook (FB) page had **46,792 followers** at the end of this reporting period.

The total reach of the NJFW Facebook page during this reporting period was 362,013 people.

Thirty-two (**32**) 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: National Volunteer Week, Bat Appreciation Day, Fishing Buddy License promotion, Union Lake boat ramp closure, young wildlife, ENSP volunteers, Go Fish Fridays, Earth Day, opening day of turkey season, hunter education promotion, display your license, trout season in-season closures, new cover photo, Governor's Surf Fishing Tournament, trout stocking update, employment opportunity, 2022-2023 deer harvest numbers, Marine Digest availability, Amphibian Week content, seasonal closures in five WMAs, Women's Mentored Turkey Hunt recap, Tuckahoe boat ramp opening, Peace Officers Memorial Day

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):

5/14 – Tuckahoe boat ramp reopening – reached **81,139** people, **3,171** engagements

5/12 – Go Fish Friday (young anglers) – reached **33,408** people, **2,043** engagements

Staff continue to like and respond to comments and other questions on our Fish & Wildlife 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.

Instagram

The NJFW Instagram page had **13,795 followers** at the end of this reporting period.

The total reach of the NJFW Instagram page during this reporting period was 86,005 people.

Fourteen (**14**) Instagram posts were posted this period. Posts include photographs and video taken by staff, and graphic pieces created for promotions.

Post topics included: National Volunteer Week, Bat Appreciation Day, young wildlife, ENSP volunteers, Go Fish Fridays, Earth Day, hunter education promotion, display your license, trout season in-season closures, Governor's Surf Fishing Tournament, trout stocking update, Amphibian Week content, seasonal closures in five WMAs, Women's Mentored Turkey Hunt recap, Tuckahoe boat ramp opening, Peace Officers Memorial Day

Seventeen (**17**) Instagram stories were posted this period. Topics included: Union Lake ramp closure, 100th Go Fish Friday, employment opportunity, 2022-2023 deer harvest numbers, Marine Digest availability, and seasonal closures in five WMAs.

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

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

Instagram posts with the most reach this period –

4/26 – Display your license - reached **6,269** people, **605** interactions

5/8 – Seasonal WMA closures - reached **8,083** people, **335** 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.

Outreach, Marketing and 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.
- Biweekly Outreach Group meetings were attended.
- Kestrel box checks were photographed with ENSP staff. Photos were uploaded to the shared social media OneDrive.
- Take your child to work day at Hackettstown State Fish Hatchery was photographed.
- A meeting with ENSP staff and the Bureau of Information and Education's Outreach Group was facilitated to plan topics for an upcoming social media campaign. The campaign will highlight the Endangered and Nongame Species Conservation Act's 50th anniversary and will feature short videos and posts on a biweekly schedule promoting ENSP's work. A full-length video will be prepared for the anniversary in December.

BLACK BEAR EDUCATION PROGRAM (Lyla Kaul)**Bear Literature Distribution**

Black bear education materials were distributed to bear exhibit attendees in Monmouth and Middlesex counties, at a waterpark, to a municipal recreation committee member in Sussex County, and a state park in Ocean County.

Literature Type	Amount Distributed
English Brochures	1228
Spanish Brochures	575
Kids' Activity Books	774
Camper Cards	1002
Tyvek Signs	2
QR Code Flyers	0

Bear Webpages

A black bear toolkit for municipalities was developed to provide officials with quick access to information and resources that will help communities, homeowners, and businesses coexist with New Jersey's black bears. When approved, it will be available as a microsite within Fish & Wildlife's black bear webpages and will be shared through NJDEP's Office of Local Government Assistance.

Edits were made to the footer tabs on the bear webpages.

Bear Presentations and Exhibits

A sign-up form for the black bear educational seminar and exhibit was posted on the Black Bear Education page. It is currently being offered on a limited basis to schools, summer camps, campgrounds, nature centers, scouts, hiking clubs, and municipalities.

The bear safety and education exhibit are scheduled for display at two upcoming community events. Additionally, two bear presentations have been scheduled. To promote the bear presentation and exhibit, messages will be released through social media and the GovDelivery listserv.

The bear trunk is currently at Ho-Ho-Kus public school to be used in their first-grade classrooms.

Marketing Campaign

The first phase of the FY23 multi-media black bear campaign is underway. The messages, broadcast across various platforms including social media, TV streaming services and radio broadcasts, emphasize that residents should secure garbage and other attractants as bears emerge from their winter dens.

Results from the behavioral analysis survey were received. The survey, which was completed by 759 respondents, was promoted continuously for three weeks prior to the start of the spring campaign. The results will be used to guide the summer and fall phases of the campaign. New creatives for the summer campaign are being developed. This second phase of the campaign will begin in June and will include an additional focus on outdoor recreationists.

Bear Safety Week

During the week of June 12, Fish & Wildlife will be celebrating Bear Safety Week. Each day, the agency's social media pages will feature a post covering a different topic related to bear safety. These posts will also be featured on the website.