



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

**Al Ivany, Chief**

**November 16, 2023 – December 15, 2023**

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

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

Hunter Education courses have concluded for the calendar year. Summary results will be available in January. Once again, all hunter education staff and the fantastic volunteer instructors have continued to make New Jersey's program one of the best in the nation. New Jersey Fish & Wildlife is thankful and very appreciative of the hard work everyone has put in for the future of hunting and trapping in New Jersey. Thank you again!

At the conclusion of the 2023 hunter education season, a detailed policy and procedure outline was developed and forwarded to the U.S. Fish and Wildlife Service and incorporated into a Standard Operating Procedure protocol for volunteer instructors to utilize in the future.

Staff responded to 183 total voicemails during the reporting period. A total of 26% of the calls were requests for duplicate hunter education cards as many hunters are traveling out of state during this time of year and need the required documentation if they have misplaced their card(s). Staff collect information from the hunters and search through existing records. If the records are located, the information is uploaded to the hunter's Aspira profile. They are then sent information on how to obtain the duplicate card through our licensing system.

Administrative breakdown:

Duplicate Hunter Education Cards 26%

Live Fire Range Sessions 5%

Non-Residents 18%

Other – Not Hunter Education 15%

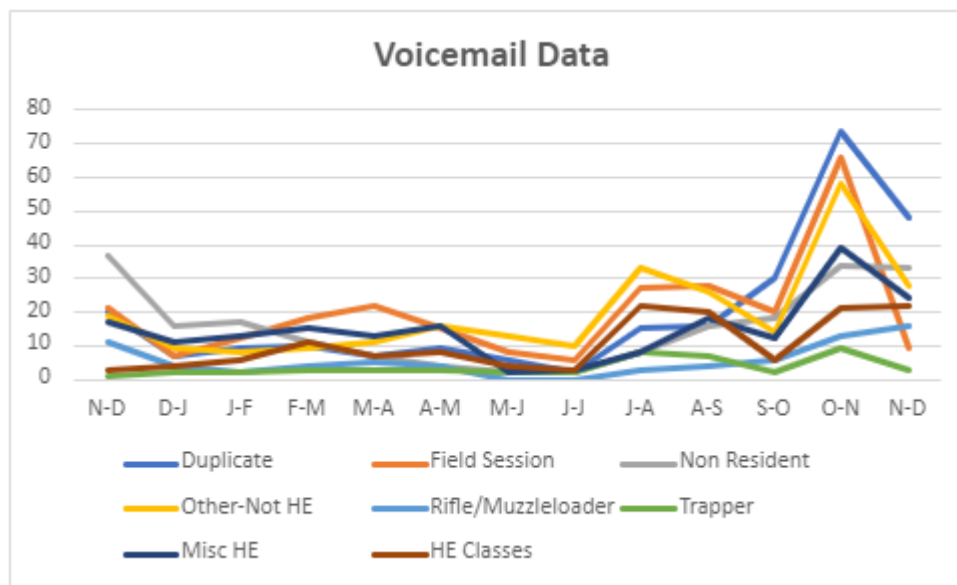
Rifle/Muzzleloader Unlocks 9%

Trapper Education 2%

Miscellaneous Hunter Education 13%

Hunter Education Classes 12%

Below is the year in review regarding Hunter Education Voicemail Data, indicating the effectiveness and popularity of the Hunter Education Program:



Staff received over 61 requests for duplicate hunter education cards and processed 81 of them. Additional requests were received, and staff began to research them, but were unable to locate any due to the year of completion or that the hunter attended the class as a walk-in in the past. Though these requests are unsuccessful, staff still take the time to search multiple times for these records and then explain to the hunter the next steps to take.

Staff unlocked 85 non-resident profiles so those individuals could purchase their hunting licenses before coming here to hunt. The majority of the unlocks during this period were for waterfowl hunting and 6-Day Firearm Deer Season.

Staff unlocked rifle permit purchasing abilities for 32 individuals who had previously (pre-2014) completed the shotgun hunter education course, but not the rifle/muzzleloader course. Those individuals completed and submitted proof from the current online course, so their profiles could be updated, and rifle permit permissions unlocked.

Staff began analyzing hunter education student data to determine demographics and trends both for federal grant reporting requirements and for 2024 hunter education class planning and preparation.

### **Trapper Education**

S. Forlenza and S. Coleman constructed five portable fleshing beams to be used at future trapper education events. These fleshing beams were designed for stability and adjustability so students of various heights could all work on the same beam comfortably and safely. The boards were showcased at the fur handling workshop with the New Jersey Trappers Association and New Jersey Fur Harvesters' second fur handling workshop in Flemington.

Staff partnered with the New Jersey Trappers Association and New Jersey Fur Harvesters organization to host our second fur handling workshop. This event targeted new trapper education students who indicated the desire to learn more about the "after the catch" process. The event was hosted at Croton Rod and Gun Club in Flemington. Twelve instructors attended from all corners of the state to share their vast fur handling knowledge with new trappers. Fifteen students attended and left with confidence, and a deep understanding of proper fur handling practices.

Staff are working with both trapping organizations to plan another fur handling workshop to be held in February in the central region.

### **Miscellaneous**

Staff are working on coordinating a deer butchering demonstration in partnership with Hunters Helping the Hungry with support from Growmark Fertilizer in Bloomsbury and various game butchers. A virtual meeting and site visit were conducted. The event is scheduled for January 6, 2024.

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

J. Leskie is pleased to announce that the R3 Coordinator position for New Jersey's Hunting and Shooting Sports Program has finally been filled. We are all excited to introduce Tiffany Woolley to this important position. Tiffany's R3 experience and great work ethic will ensure that the integrity of our R3 Programs will remain intact. Welcome Tiffany.

C. Venuti began work on the winter edition of the R3 Newsletter. Producing this newsletter is a requirement for the R3 grant that we utilize on an annual basis. The newsletter contains information about upcoming events, tips for hunters, summaries of past events, recipes, and fun facts.

### **R3 Tuckahoe Managed Waterfowl Hunt**

The start of the second split of the south zone Tuckahoe Managed Waterfowl Hunt was conducted during the report period. Eleven regular season hunt dates resulted in 104 waterfowl hunters (43 groups) being able to take advantage of the opportunity. During these dates, only one

group was a standby hunting group. A total of 38 ducks were harvested during the report period, consisting of: Green-winged Teal (14), Mallard (7), Pintail (8), Merganser (8), Black Duck (1) and Wigeon (1). A total of 10 of those groups took advantage of the R3 Program's decoy loaner program.

Staff worked on the northern impoundment blinds, which included checking water levels and checking blind placement. Staff repaired grass camouflage on the blinds as well as replacing "Gate Closure" and "Hunter Ahead" signs on the north and south side of the impoundment. Staff have continued to collect exit surveys from hunters, totaling 179 thus far.

Take a Kid Hunting (TAK) Program staff analyzed the survey results from the Take A Kid Mentor and Dog Handler Survey. There were 48 responses collected: 83 percent of the dog handlers and mentors have participated in this event before, while 16 percent said it was their first-time volunteering. One hundred percent of participants found it easy to locate the registration online and to register for the program. The dog handler and mentor's overall experience was 9.1 out of 10. One hundred percent of dog handlers and volunteers will participate again next year.

Staff began working on updating the R3 Mentor and Mentee Application. The old paper applications have been updated and entered into an organized database to make it easier for hunters to register. Staff have also begun working on Mentor and Mentee website updates, including what the program entails.

Staff have updated a more efficient and applicable R3 Mentor Training requirement module replacing the previous version that was not adequate for the program. The new training modules were used during the report period, specifically for the Take a Kid Hunting (TAK) Program.

R3 staff, along with K. Griglak, began working on logistics for partnering with Hunters Helping the Hungry to do a Deer Processing/Butchering Workshop. This workshop will take place in the beginning of January and will be hosted at Growmark Fertilizer in Bloomsbury. R3 Staff will handle the registration and promotion for this workshop.

J. Leskie attended the R3 NEAFWA fall meeting during the report period. In addition to preparing for the spring conference, discussions also involved implementing the Hunt for Good NEAFWA Regional Campaign in 2024 through the Multi-state Conservation Grant Program. Work will be done to narrow down the specific messages that the R3 Committee want to highlight in our region.

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

Staff scheduled/planned/coordinated upcoming Basic Archery Instructor (BAI) Trainings & site visits with schools and organizations.

Staff taught a NASP Basic Archery Instructor Certification Class at Great Swamp National Wildlife Refuge to U.S. Fish & Wildlife staff and volunteers.

Staff held a planning/evaluation meeting with Helen Morgan School archery instructors.

Staff conducted a facility site evaluation at Newton High School assisting them in instituting their new NASP program.

Staff attended a Warren Hills Board of Education meeting to provide support and commentary for Warren Hills High School's NASP program evaluation, and consideration for upscaling the Warren Hills Middle School NASP Program.

Staff processed two NASP Easton Foundation Grant requests/awards. One for up to \$400.00 for existing schools and another for \$1,500.00 for a new school to add/replace archery equipment. This brings this year's grant participation to nine schools for an award total of \$4,300.00.

Staff is monitoring school registrations for the 2024 NJ NASP/IBO 3-D State Tournament to be held at Warren Hills High School on February 24, 2024

Staff is continuing preparations for the 2024 NJ NASP State Bullseye Virtual Tournament occurring from February to March 2024.

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

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

A site visit meeting was held for contractors who will be bidding on the construction of the new bulkhead at Sedge Island.

Work projects continue during the off season at Sedge Island.

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

A monthly newsletter was prepared and emailed to teachers. Staff sent a second survey to see how the tanks are doing.

A National TIC Coordinators meeting was attended.

### **Angler R3**

All feedback has been received and incorporated into the New Jersey Angler R3 program. Staff is beginning the first steps to implement the plan.

Staff continue to explore workshop locations in southern New Jersey for the *Let's Go Fishing* program. Staff visited multiple locations in Burlington and Gloucester counties.

An end-of-season evaluation was developed with input from Hunting R3 Administrator J. Leskie. This evaluation was sent to participants of the 2023 *Let's Go Fishing* workshops to see if they went fishing on their own after participating in the workshop, and what additional resources they may need to continue to fish.

Staff have been developing a Fishing Education Instructor Certification Training planned for March 2024. This training will be to recruit and train volunteers to assist with the *Let's Go Fishing*, Pequest and First Catch Center fishing programs.

## **Education**

Staff continue to work with internal DEP groups on assistance with a Botanical Literacy outreach program. One meeting was attended.

Staff provided the Climate Change and Wildlife presentation to one school in Morris County.

Staff attended a meeting with the EPA on environmental and wildlife education initiatives.

Staff are correlating the New Jersey Trout in the Classroom activities to the NJ Core Curriculum Content Standards.

The Climate Change and Wildlife curriculum supplement is being reviewed within F&W. After approval, the soundtrack and script will be recorded. The presentation will be available online.

## **Other**

The Governor's Surf Fishing Tournament brochure was updated. A new Veterans category will be offered. Staff assisted with inventorying rods and reels.

Staff provided additional edits to the Aquatic Education Federal Grant narrative for the next 5-year grant cycle.

Staff completed editing the 2024 Freshwater Fishing Digest and it was sent to the publisher for printing.

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

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

Three open enrollment programs were held for the public. One Hatchery Tour was held for ten people. Two Holiday Fly Tying programs were held for seven participants.

The facility was used by Hunter Education staff.

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

A planning meeting was held with Bureau of Information and Education staff to discuss how to get the trailer to more locations in 2024 and how to include additional staff to make this happen.

Requests for spring events are starting to come in and are being processed.

## **Hooked on Fishing Program**

Staff hosted a Fishing Pole Make & Take Gift & Giving event at the Atlantic County Library - Galloway Township Branch with two Atlantic County based teams. The multi-purpose goal of this event was to teach participating youth and parents how to repair fishing rods and reels while cleaning out the HOFNOD shed of miscellaneous tackle, and to celebrate this *Season of Giving* by providing equipment so that participants could share the joy of fishing with family and friends. A special thanks to CPO Capri for helping with the event. There were 30 in attendance and over 41 rod/reel combos were taken home.

Staff has been planning 2024 HOFNOD events, including a Team Leader Gathering scheduled for February 17, a Team Leader Training at the Lighthouse Center for Natural Resource Education April 26-28, an All-Aboard charter fishing trip for May 27 and June 9, and the Youth Fishing Challenge June 1. Additional plans are underway for HOFNOD team youth, in grades 8 to 12, to participate in an Environmental Career Immersion at Camp Johnsonburg.

A spring 2024 Sisters Afield agenda has been finalized. The spring program will have women and their children participate in three fishing focused weekend activities, including fishing at the Pequest Education Pond, both kayak and surf fishing, and participating in a Sedge Island program. A fall 2024 agenda is currently being developed.

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

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

Three (3) news updates were posted in November.

Three (3) job posts were also published.

Seven (7) new pages were created (all for Fish and Wildlife Councils and Committees), while three (3) pages were deleted or consolidated into other pages.

Approximately seventy-one (71) pages were revised/updated during the report period.

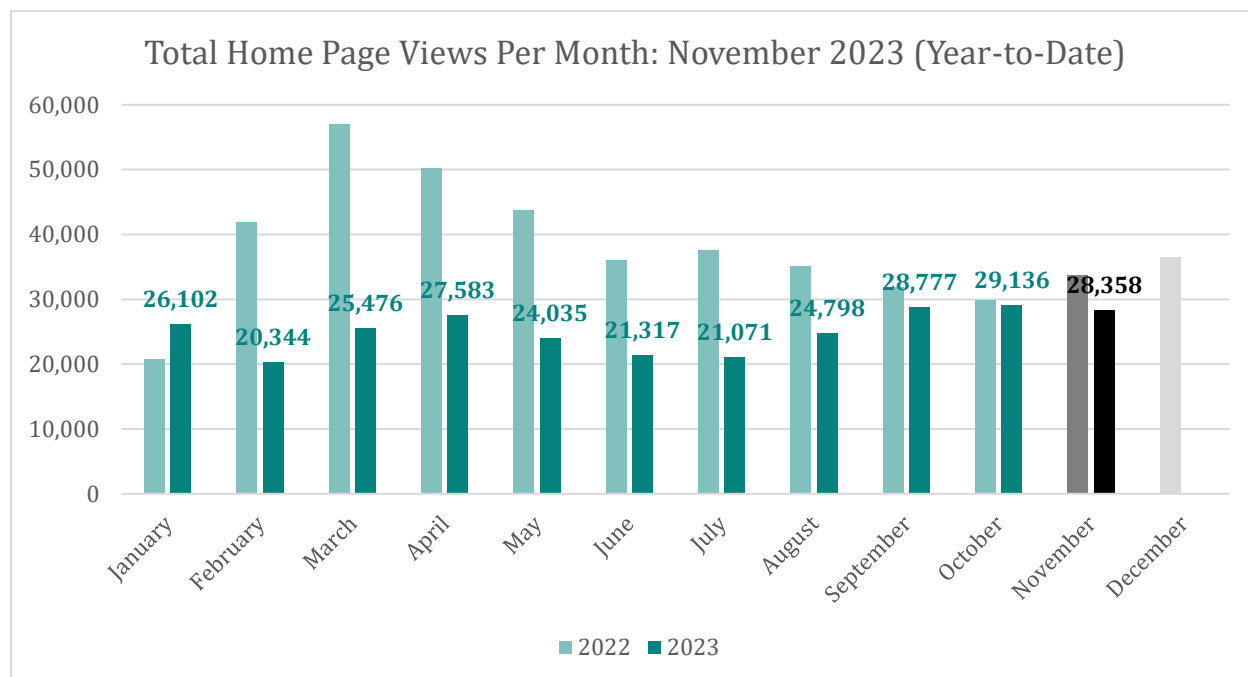
Approximately one-hundred-and-sixty (160) documents were edited in or converted to PDF format. These included: Bureau Reports (9) in one .zip file; Meeting Documents (12) in one zip file; Job Descriptions (3); Minutes/Notices/Agendas (17); Delaware River Seine Survey

Summaries (25); Black Bear Season Harvest Information (42); Exotic Wildlife Permit Applications (44); and others (8).

Fourteen (14) images and one (1) video were also edited and posted.

### **Analytics – Home Page**

The number of views on the home page in November was 28,358; an average of about 946 views per day. It is a decrease of 778 views from the previous month of October (29,136) and a decrease of 5,286 views from November of the previous year (33,644).

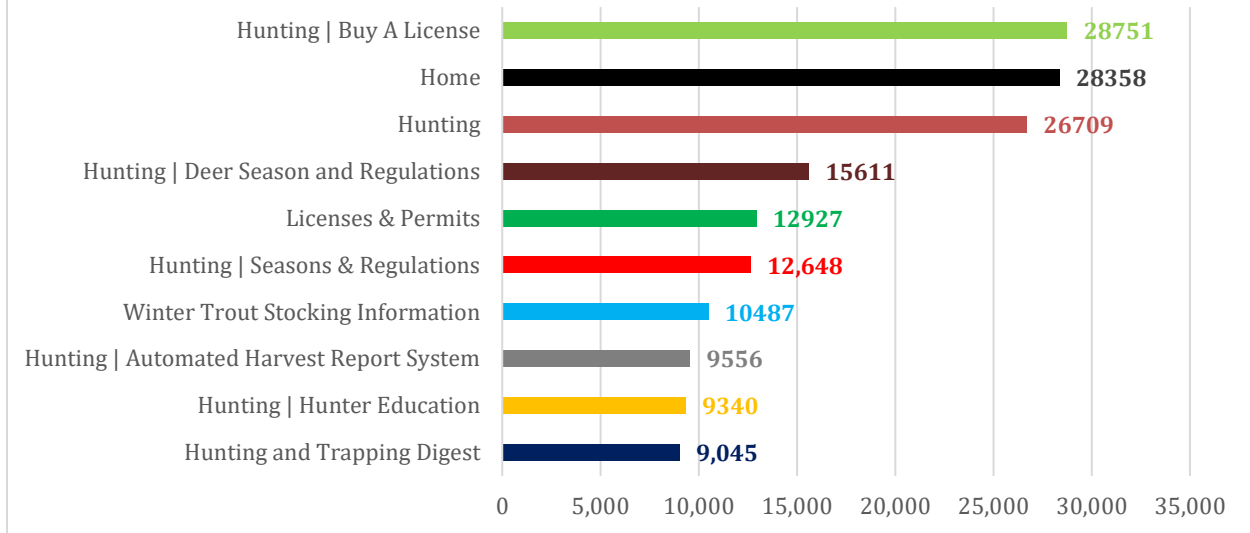


### **Analytics**

The top ten most viewed web pages in November (including the home page) are shown below:

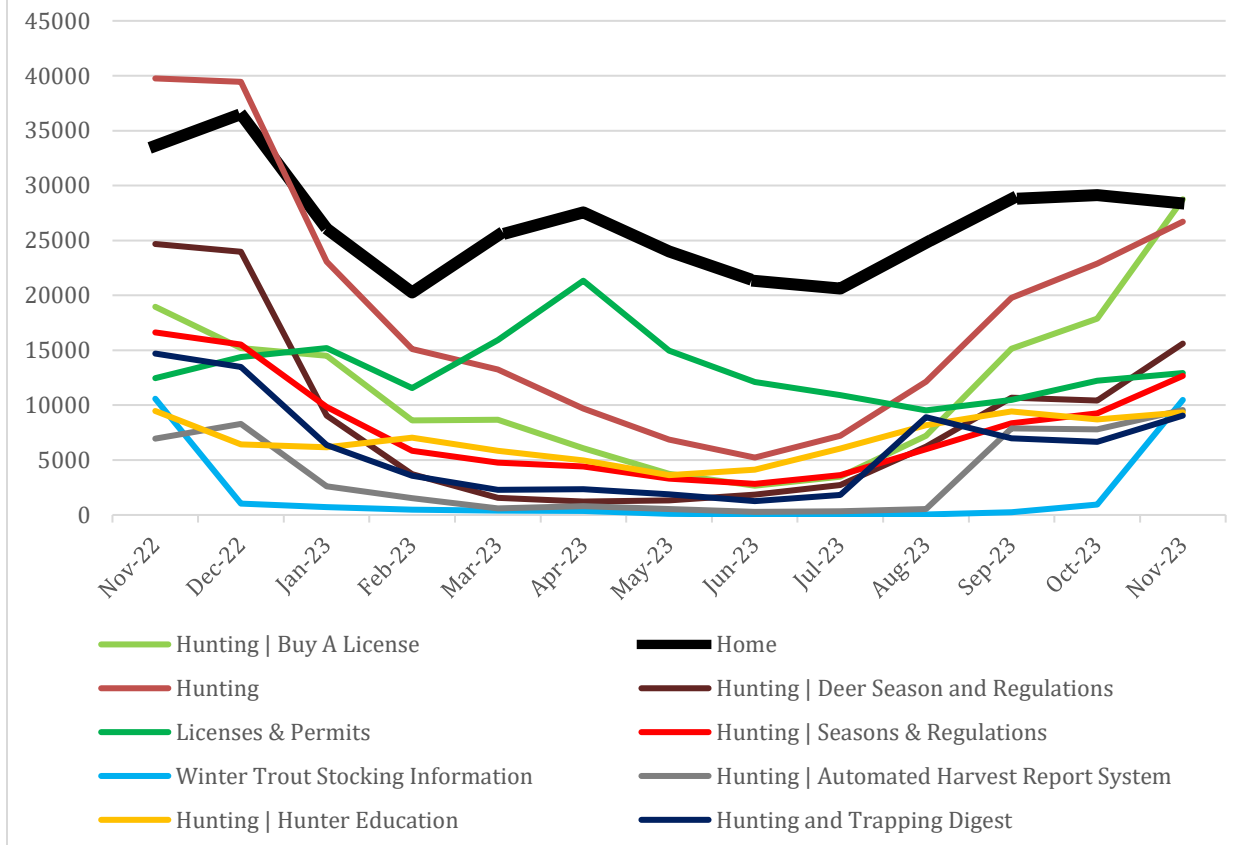


## Top 10 Most Viewed Pages: November 2023



Also shown below are the performances of this November's top ten pages since the previous year:

## Top 10 Most Viewed Pages: November 2023 (One-Year)



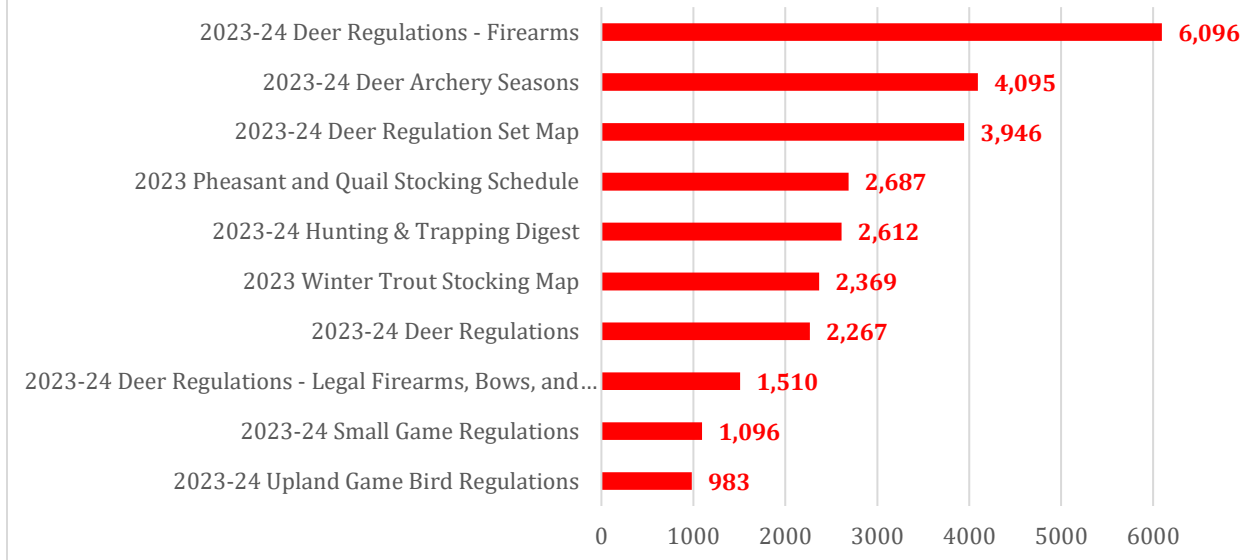
Rank	Page Name	Views
1	<a href="#">Hunting   Buy A License</a>	28,751
2	<a href="#">Home</a>	28,358
3	<a href="#">Hunting</a>	26,709
4	<a href="#">Hunting   Deer Season and Regulations</a>	15,611
5	<a href="#">Licenses &amp; Permits</a>	12,927
6	<a href="#">Hunting   Seasons &amp; Regulations</a>	12,648
7	<a href="#">Winter Trout Stocking Information</a>	10,487
8	<a href="#">Hunting   Automated Harvest Report System</a>	9,556
9	<a href="#">Hunting   Hunter Education</a>	9,340
10	<a href="#">Hunting and Trapping Digest</a>	9,045

Other popular pages on the website were:

Rank	Page Name	Views
11	<a href="#">Pheasant and Quail Stocking Maps</a>	7,139
12	<a href="#">Fishing and Hunting License and Permit Information</a>	7,003
13	<a href="#">Migratory Bird Season Information and Population Status</a>	6,522
14	<a href="#">Bears</a>	6,213
15	<a href="#">Fishing</a>	4,950
16	<a href="#">Marine   Striped Bass Bonus Program</a>	4,658
17	<a href="#">Upland Game Bird Seasons and Regulations</a>	4,310
18	<a href="#">Range Information</a>	4,084
19	<a href="#">Wildlife Management Areas</a>	3,917
20	<a href="#">Jobs</a>	3,709

The ten most requested PDFs this report period were:

### Top 10 Most Viewed PDFs: November 2023



Rank	PDF Name	Views
1	<a href="#">2023-24 Deer Regulations - Firearms</a>	6,096
2	<a href="#">2023-24 Deer Archery Seasons</a>	4,095
3	<a href="#">2023-24 Deer Regulation Set Map</a>	3,946
4	<a href="#">2023 Pheasant and Quail Stocking Schedule</a>	2,687
5	<a href="#">2023-24 Hunting &amp; Trapping Digest</a>	2,612
6	<a href="#">2023 Winter Trout Stocking Map</a>	2,369
7	<a href="#">2023-24 Deer Regulations</a>	2,267
8	<a href="#">2023-24 Deer Regulations - Legal Firearms, Bows, and Ammunition</a>	1,510
9	<a href="#">2023-24 Small Game Regulations</a>	1,096
10	<a href="#">2023-24 Upland Game Bird Regulations</a>	983

### Additional Activities

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

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

#### GovDelivery (Listserv) Messages

Thirteen (13) email messages were drafted and sent to various e-mail lists and outdoor writers. Assistance was provided to staff with seven (7) additional messages.

1. Winter Trout Stocking Monday and Tuesday! (11/16/23)
2. Permit Muzzleloader Season Antlered Buck Permit Deadline Nov. 27!! (11/17/23)
3. Claim your Beaver/Otter Permit! (11/21/23)
4. Segment B of NJ Bear Hunt Begins Monday (11/28/23)
5. Six-Day Firearm Begins Monday (11/30/23)
6. 2024 Licenses Available Now! (12/1/23)
7. Antlered Buck Permit Deadline Dec. 13! (12/7/23)
8. Black Bear Season Extended Four Days - Reopens Dec. 13-16 (12/11/23)
9. Have We Heard from You? (12/11/23)
10. Support Amwell Lake WMA (12/12/23)
11. 2024 Freshwater Fishing Digest Available (12/13/23)
12. Walpack Bridge Closure over the Big Flatbrook (12/13/23)
13. Celebrating 50 Years of Landmark Legislation to Protect Wildlife! (12/14/23)

### **GovDelivery List numbers To Date**

	12/1/2023
Freshwater Fishing	63297
Hunting	43588
Marine Fishing	59399
Wildlife	41764
Education	36627
Endangered Species	32728
Shellfish	39275
Outdoors	45622
Sparta Mt.	28199
CHANJ	32652
Marine CARES Act Information	16741
Marine Fisheries Grant and Assistance Information	3752
Total	443644

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

Approximately 199 emails came to the public email address. A total of 190 were either directly responded to or forwarded to agency staff for response, all others required no response.

### **Outstanding Deer Program**

A total of 29 applicants were notified if they had placed or not in the Deer Classic, along with an invite to display their deer. So far, 11 have responded that they will attend.

## **Freshwater Fishing Digest**

We received the fourth pass back from the publisher on November 20 and it was immediately sent to Freshwater Fisheries staff with a due date of November 27. Most of the changes were made by editorial staff and the digest was turned around quickly and sent back to the publisher the next day, November 21.

We received the fifth pass back from the publisher on November 27 and it was immediately sent to Freshwater Fisheries staff with a due date of November 28. All edits were sent back to the publisher on November 28.

The final pass was received on November 30 and sent on the same day to Freshwater Fisheries staff for final approval. The digest was fully approved and signed off on December 1.

We placed the digital copy of the digest on the website on December 11 and a GovDelivery email went out letting everyone know on December 13.



## **Marine Digest**

Received the working copy of the 2024 Marine digest from the publisher and sent it to Marine Fisheries staff with a due date of January 15, 2024.

Received all material back for the first submission on December 12. Staff will begin to edit articles and upload them to the publisher when done.

## **Hunting and Trapping Digest**

Received the working copy of the 2024-25 Hunting and Trapping digest from the publisher and sent it to wildlife staff with a due date of January 31, 2024.

## **Wildlife Conservation Corps**

The Wildlife Conservation Corps now has 4,654 members.

One volunteer opportunity was re-sent during this reporting period to those with a freshwater fishing interest in Atlantic, Ocean, Burlington, Camden, Gloucester, Cumberland, and Cape May counties. The Hooked on Fishing Program is looking for a few volunteers to help kids with a rod and reel repair day on Saturday, December 2, 2023, at the Galloway Township Branch of the Atlantic County Library.

## Other

Attended a meeting with Assistant Commissioner Golden, AD Kopkash, I&E staff, and ENSP staff regarding the newest design for the Wildlife Habitat Supporter Program logo.

Attended a meeting with the Bureau of Sustainable Waste Management to discuss the best way to collect data in the Certified Bear-resistant Garbage Container pilot program that will be unveiled in the spring of 2024. Ideas included pre and post surveys to all residents receiving containers. More will be finalized soon.

Attended a meeting with NJ Federation of Sportsmen's Clubs regarding the 2024 Deer Classic and Convention. Details continue to be finalized and a good working relationship continues to be had.

## WILDLIFE INFORMATION – INTERNAL COMMUNICATION (Kathy Porutski)

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

Celebration of Life for Steve Csorgo on 11/28

NOV Posting - NJFW (Agency Services Representative)

Donating Benefit Time for Cathy Cloud

NOV Re-Postings (3) – NJFW

Supervising Biologist - Wildlife Management

Manager 4 Environmental Protection - Natural Resources Wildlife

Administrative Analyst 2 - Fiscal Management

NJFW's IT Contact is Kim Springer

2023 Promotional Announcements (3) – NJFW

Administrative Analyst 4

Administrative Analyst 2

Environmental Specialist 1

Seeking Photos/Videos for 2023 Year in Review Slideshow

November Bureau Reports

NOV Posting - NJFW (Conservation Police Officer Recruit)

Message from AC Golden - Jason Hearon Appointed New Fish & Wildlife Assistant Director

Happy News - Welcome Miss Delphine Teresa Laws!

**Also, during this reporting period:** the Bureau of Information and Education's Monthly Report for November was compiled and edited; the employee Internal Communication address book was shared with the Assistant Commissioner's office and was also updated to reflect new employees; AC Golden's edits were incorporated into the FY23 Annual Report and it was sent to the DEP Communications Office for FINAL approval; an employee housing posting was researched for the Bureau of Land Management and PAR paperwork was completed.

## PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)

### Publications/Graphics

- Deer Management and the Farmer brochure new proof review and ordered 10,000 copies
- WHS presentation created for review meeting with multiple graphic versions
- American Oystercatcher and Bobcat research for graphics
- QR code versions for Northern Regional Habitat Conservation Priorities
- ENSP CHANJ project sticker and magnet designs created for staff review
- Image manipulations for social posts
- QR code URL updates to reflect changed website links

### Social Media

Coverage of the NJDEP F&W Facebook and Instagram pages is being provided November through December including social write-ups, post scheduling and calendar updates for the period.

The DFW Facebook (FB) page had approximately **48,850** followers at the end of this reporting period.

The topic with the most notable reach in this period:

Winter 2023 Trout Stocking Information and stocking photo



Posted November 16 at 10:00 a.m.

Post Impressions - 51,421

Post reach - 50,522

Engagement - 7,625

## **Photography/Videography**

- Remote ID Beacon module FAA setup and firmware updates
- Amwell Lake WMA Fall/Winter documentation for WMA of the Month
- Drone research and group communications
- Review of photos and footage, file reduction, and shared with video producer
- WMA images provided for promos
- ENSP staff photo folder created to share with communications staff. Images manipulated to include F&W branding where possible
- Rainbow Lake visit; flight not possible
- WMA footage review for WMA of the Month video production
- Document of operational intent research-stage work
- ENSCA project video reviews
- Production talks with staff on upcoming video projects
- Footage pulled from iCloud and put up to One Drive
- Reviewed and uploaded 23 GB of footage and stills for sharing with staff including 16GB of Amwell Lake WMA

## **Meetings/Training**

sUAS Meeting – Drone updates and modules

ENSP meeting on promotional piece requests

WHS program meeting with staff

Outreach Group Meeting

Monthly flight training performed

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

### **Video Production**

- *ENSCA 50<sup>th</sup> Anniversary* – This year marks the 50<sup>th</sup> anniversary of the Endangered and Nongame Species Conservation Act. Since the spring, I've filmed and produced multiple videos covering the projects by NJDEP Fish & Wildlife's ENSP staff, including wood turtles, bog turtles, bats, freshwater mussels, peregrines, eagles, shorebirds, timber rattlesnakes and forest conservation work. I've produced a video for each project, which



includes a full version video and short vertical video for Instagram. In addition to the individual videos, I've produced a full video of the ENSCA 50<sup>th</sup> anniversary, which will cover the conservation work and efforts done by the Endangered and Nongame Species Program staff, their mission objectives, and the volunteers who assist with these projects annually. The full version video, along with the vertical short promo video was posted on December 14, 2023.

- *NJDEP Liberty State Park Project* – Filmed NJDEP Commissioner LaTourette during a groundbreaking press event at Liberty State Park. The park will be undergoing construction and new additions beginning in 2024. I've edited the final version of this video and submitted it to DEP Communications to be posted in the future.
- *Amwell Lake Wildlife Management Area* promo – Filmed scenic landscapes of the Amwell Lake Wildlife Management Area for the *WMA of the Month* promo video. Each month, we focus on promoting a different wildlife management area, highlighting the landscapes over different seasons as well as the recreational uses the public can enjoy at each one. This video was posted in early December.
- *CHANJ Mapping Tutorial* – This video was originally filmed, narrated, and edited by ENSP staff in 2020. ENSP staff reached out to me with updates for the video. The edits mainly included updated screenshots of the new website. It was approved by ENSP staff and posted to NJDEP Fish & Wildlife's YouTube channel.
- *2023 Year in Review* video – As tradition during the holiday season, I've edited a video showcasing the many projects and programs conducted by Fish and Wildlife staff that I filmed over the year. This also includes photos submitted by staff. This video will be sent to all Fish & Wildlife staff on December 20, 2023.

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

Katie is currently on maternity leave.

## **OUTREACH (Michelle Smith)**

### **Outreach Group**

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

matters.

Biweekly Outreach Group meetings were conducted.

A request for proposals was distributed to solicit bids from marketing firm vendors to implement a FY2024 statewide black bear multi-media outreach campaign. Fish & Wildlife will contract with a marketing firm to commence the project in the spring of 2024 with peak marketing coinciding with the spring, summer and fall bear activity periods. Millions of residents will be reached in their homes and on their mobile devices with bear safety information.

Content was prepared for the Amwell Lake WMA of the Month promotional messages.