



BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT

Al Ivany, Chief

January 16, 2024 – February 15, 2024

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

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

Staff finalized and posted the spring Hunter Education schedule on the registration page so that students can begin registering for upcoming live-fire sessions. The sessions will kick off on March 10 and registration is filling up fast.

Staff processed 37 requests for duplicate Hunter Education cards, containing 58 individual discipline requests. Staff gather information from each hunter, then research records dating back to the mid-1970s. If successful, profiles are updated with permissions to obtain the duplicate cards and instructions are sent to the hunters explaining how to obtain that duplicate card.

Staff fielded 330 emails on the general hunter education email. Included in these emails were nine requests for rifle permit unlocks (generally for the coyote/fox season this time of year) and 54 non-resident profile unlocks which are mostly non-residents who may want to apply for the turkey permit lottery in New Jersey. In recent years, there has been a large uptick in hunters around the country trying to harvest a turkey in all of the 49 states that have a wild turkey population. Because of this, we have seen a great increase in non-resident turkey hunter unlocks over the past few years.

A total of 73 voicemails were processed by staff during the reporting period. Most of the calls are about non-resident hunters looking to obtain permissions to purchase non-resident licenses in New Jersey. Hunters must create a profile and obtain a CID number, then email Hunter Education a copy of either their Hunter Education card or a resident license from any state (any year), then permissions can be set on their profiles. Hunters are emailed again to confirm that the update has taken place along with links to our licensing system, a list of licensing agents and the current Hunting and Trapping Digest.

Trapper Education

Staff hosted their third fur handling workshop at Jamesburg Field and Stream in Manchester on Saturday, February 10. This event is designed to teach new and experienced trappers the art of fur handling through various demonstrations and hands-on learning under direct supervision of expert instructors. It was a beautiful winter day, attended by 33 students and 15 instructors. Many students brought their own fur that they had trapped throughout the season and left with a finished product ready to send to the tannery! Staff have already begun developing the next workshop, which will likely be a “pre-season preparation” seminar hosted in late summer/early fall to help new trappers prepare their equipment prior to the start of the season.

Miscellaneous

J. Leskie began updating the next 5-year Federal Hunter Education Grant and budget cycle.

Staff provided the Outreach Group with some ideas and tips on what non-traditional users could do to provide safe and respectful interactions within both the hunting and non-hunting community. The information and tips will be used in an upcoming campaign.

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

Staff partnered with Hunters Helping the Hungry (HHH) for a Deer Processing/Butchering workshop held on Saturday, February 3 at Valley Butcher in Pennington. Due to space constraints at this facility, only 20 participants could attend. A total of 18 individuals registered with 12 participants attending along with two guests. Staff also sent out a survey to those who attended the workshop.

Staff completed survey analysis for the two Butchering Workshops offered in partnership with Hunters Helping the Hungry; one on January 6 in Bloomsbury and one held on February 3 in Pennington. A total of 22 participants responded to the survey. One hundred percent of the participants rated the skinning portion of the program *great*; 95 percent rated the butchering portion *great*, while 5 percent rated the butchering portion *fair*. Eight percent of respondents rated the view during the program as *fair* and 64 percent rated it *great*. As far as speaker volume/sound was concerned, 86 percent rated the acoustics *good* while 14 percent rated it *fair*. After the 22 participants attended the program, 50 percent said they are ready to process their own deer; 45 percent would like a little more time (but will *try* to process their own deer); and 5 percent are still unsure/not ready. One hundred percent felt the information provided at both

butchering workshops was informative and 100 percent would recommend this program to others.

The 2024 Women's Mentored Turkey Hunt application was created, and invitations were sent to the previous year's applicants. The workshop will cover the life history and biology of turkeys, hunting regulations, equipment, scouting, shotgun patterning at the range, hunt preparation, and turkey calling. In the upcoming weeks, staff will begin to contact participants with information on applying for their turkey permit.

Staff have been working on logistics for two turkey hunting and calling seminars. R3 staff will partner with the National Wild Turkey Federation to offer these workshops. One Turkey Hunting Seminar has been scheduled for Batsto Historic Village in Burlington County on Saturday, March 23 at 1 p.m. Staff is also working on a possible Turkey Calling Seminar at the Pequest Trout Hatchery and Natural Resource Education Center in Warren County. Social Media posts and registration will begin in late February.

Staff, who have already arranged to deliver pheasants, will also deliver one-day licenses for an annual Gallant Heart Disabled Veterans Pheasant Hunt on February 17 in Salem County. A total of 24 veterans are currently registered. The Gallant Heart organization brings wounded Purple Heart recipients to New Jersey for a weekend of outdoor fun and camaraderie.

R3 staff and a conservation police officer will attend the Disabled Veterans Pheasant Hunt on Saturday, February 17 to issue one-day licenses.

R3 Tuckahoe Managed Waterfowl Hunt

Staff worked the rest of the south zone season at Tuckahoe, including one specialty date, February 3, 2024, which was Veteran, Active Military and Youth Day. The remainder of the hunt dates hosted five groups and six individual waterfowl hunters. Staff completed the survey analysis for the 2023/2024 program, indicating that 85 percent of respondents feel the Tuckahoe Managed Waterfowl Hunt Program should be continued. Overall hunting satisfaction for this program rated 7.9 out of 10. The average size of a hunting party was three hunters averaging 36 years of age. Blind lottery process was ranked 4.4 out of 5; blind lottery application process was ranked 4.5 out of 5; logistics parking and access to a Division-provided blind ranked 4.6 out of 5; and blind location ranked 4.1 out of 5. Last was the checkout and exit survey process which was ranked 4.6 out of 5.

A total of 130 waterfowl species were harvested during the 2023/2024 Tuckahoe Managed Waterfowl Program consisting of: Teal (70), Gadwall (2), Wood Duck (6), Widgeon (1), Mallard (10), Pintail (1), Black Duck (5), Merganser (13), Bufflehead (6) and Canada Goose (2).

R3 Miscellaneous

Staff completed and sent out the Winter 2024 R3 Newsletter. This edition included information on the spring turkey lottery, New Jersey pheasant hunting, the Tuckahoe Managed Waterfowl Hunt, upcoming deer butchering workshops with Hunters Helping the Hungry, updates on

Hunter Education classes and Fur Harvesting Clinics, harvest results for Black Bear and Six-Day Firearm seasons, along with a recipe and fun facts. This edition was posted to the R3 webpage and sent out via Gov Delivery.

NASP® (Joe Leskie, Craig Decker)

Staff scheduled and coordinated the upcoming Basic Archery Instructor (BAI) trainings and site visits with schools and organizations.

Staff engaged with the New York DEC's NASP coordinator to discuss the possibility of having Basic Archery Instructor (BAI) candidates from either New Jersey or New York potentially take advantage of trainings offered from both states in certain circumstances.

Staff taught two NASP Basic Archery Instructor (BAI) certification classes - one at Livingston High School with four teachers certified and another at Allamuchy Township School with seven teachers certified. This brings the total number of participants receiving BAI certification for the 2023-24 school season to 40.

Staff conducted an Archery Equipment Maintenance seminar at Livingston High School with all coaching staff in attendance. Participants were given maintenance and repair instructions on all NASP archery equipment.

Staff attended a meeting with the general manager of the Iron Peak Sports Complex located in Hillsborough. This facility is being evaluated as a potential location for hosting future NASP State and Regional archery tournaments. This venue may also serve as a supplemental location for NASP Basic Archery Instructor certification classes.

Staff reports that this year's 2023-24 school season Easton Foundation grant participation was offered and approved to 10 schools for an award total of \$5,800. This grant opportunity ends on March 31, 2024.

Staff is receiving and scheduling 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 receiving and scheduling school registrations for the 2024 NJ NASP Virtual State Bullseye Tournament occurring from February to March of 2024.

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

Sedge Island Natural Resource Education Center

A bulkhead design kickoff meeting was attended, and a contractor was selected. Work is estimated to be completed in 2025.

The Sedge Island Field Experience and Sedge Island Field and Research Experience applications were posted.

Sedge boats were moved to the marina for winterization.

Trout in the Classroom (TIC)

A restock day for 16 schools who had lost their fish was coordinated and held on January 30.

Angler R3

An ice fishing seminar was held on February 4 at the Pequest Natural Resource Education Center for twenty (20) avid anglers who indicated on the application that they had no previous ice fishing experience. David Alexander, a local educator with extensive ice fishing experience, facilitated the seminar. Conservation Police Officers J. Holmes and A. Merritt stopped by to greet the participants and answer regulatory questions.

Staff continues to conduct site visits for possible *Let's Go Fishing* workshops in 2024, including Parvin State Park and additional waterbodies in Salem County.

Staff met separately with the Bureau of Freshwater Fisheries and Bureau of Information and Education to provide updates on the Angler R3 plan.

Staff will be attending the Recreational Boating & Fishing Foundation's 2024 State Marketing Workshop in Atlanta, Georgia, February 26-28. New Jersey was asked to share information during the R3 Expo so staff designed two poster boards highlighting the development of the Angler R3 plan and which efforts are being prioritized.

Two Fishing Education Instructor trainings are scheduled: one planned for March 10 at the Hackettstown State Fish Hatchery and another on March 17 at Square Circle Sportsman Club in Gibbsboro. Fishing education staff, including L. DiPiano, K. Byrne, J. Griglak, L. Jackson and A. Newmark, met to finalize the agenda and discuss final logistics for the training. Staff then spent time cleaning the classroom at the Hackettstown State Fish Hatchery.

Governor's Surf Fishing Tournament

A committee meeting was attended. Brochures have been mailed out to prior year registrants. Committee members have 21 judges secured for the day of the tournament and have been working on getting prizes donated.

Education

Staff is developing content for a new webpage for outreach programs, lesson plans and curriculum supplements.

Staff is creating new interactive materials for outreach displays and exhibits.

Other

Staff met with D. Rizio to work on the Fishing Education pages on the website.

Staff provided edits for the second pass of the 2024 Marine Digest.

Staff has been coordinating the logistics for the Outdoor Women of NJ workshop to be held in conjunction with the NJ State Federation of Sportsmen's Clubs Convention on March 2.

Eleven (11) email messages were drafted and sent to various e-mail lists.

- Pequest Winter Hiking Program (January) (1/16/24)
- Hooked on Fishing Team Leader Training (1/19/24)
- Sisters Afield – Spring Registration Open (1/24/24)
- February Programs at Pequest (1/25/25)
- Outdoor Women's Workshop – March 2 (2/5/24)
- Youth Fishing Challenge (2/8/24)
- Winter Hiking Programs at Pequest (February) (2/9/24)
- Fishing Educator Instructor Training (2/9/24)
- Sedge Island Field Experiences (2/10/24)
- Reschedule: Winter Hiking Programs (2/13/24)
- Outdoor Women's Workshop – March 2 (2/14/24)

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

Pequest Natural Resource Education Center

Group registration opened on January 2. April and May programs quickly filled with over 40 groups requesting a program.

Staff continue to work with the Gecko Group to provide contents, images, and artifacts for the new exhibits at Pequest. The hunting panel needed to be reworked and Hunter Education staff provided feedback and input on what could be used in that space. Staff is working with Law Enforcement to get several artifacts needed for the hunting panel.

Four open enrollment public programs were held for a total of 21 participants.

- Cold Weather Hiking Essentials
- Winter Hike
- Part 1 of a 3-part Fly Tying Basics Class
- Make Your Own Fly-Fishing Leader

Two additional hiking programs that were previously scheduled for February 13 and 14, were rescheduled to February 20 and 21 due to the snowstorm.

The facility was used for an Ice Fishing Seminar.

Mobile Education Trailer (MET)

Requests for the Mobile Education Trailer (MET) are being received and processed for Spring 2024. Events not suitable for the trailer are being scheduled when employees are available to staff a table. Staff is also coordinating with other bureaus who will be able to assist with trailer staffing needs in the future.

Hooked on Fishing - Not on Drugs (HOFNOD) Program

Staff will hold the annual HOFNOD Team Leader Gathering at the Assunpink Conservation Center Saturday, February 17. This meeting will provide program updates, an opportunity for peer sharing and allow us to gain valuable feedback on programmatic change as well as provide a professional development opportunity. Marlene Crump, the HOFNOD leader of Community Fishing Students and Principal Academy Charter School Fishing Club, will be honored as the 2023 Team Leader of the Year.

Staff continues to plan a Hooked on Fishing Team Leader Training for April 26-28 at the Lighthouse Center in Waretown. Nineteen participants have registered to attend thus far.

Staff is coordinating this year's Youth Fishing Challenge set for June 1 (Free Fishing Day) and June 2. So far, 23 host sites (four are new locations) and an estimated 1,200 youths are expected to participate statewide.

Staff is coordinating this year's Sisters Afield Spring Program with three events scheduled: April 20 Hook & Cook at Pequest; May 17-19 at Island Beach State Park for kayak fishing and the Governor's Surf Fishing Tournament; and June 21-23 Sedge Island Experience which is fully booked with a growing waitlist. Three families are also returning from SAF 2023!

Staff will be assisting with the Fishing Education Instructor Training set for March 10 at the Hackettstown State Fish Hatchery.

WEBSITE ACTIVITY (Doug Rizio)

New and Updated Pages, Images, and Documents

Three (3) news updates were posted in January.

Three (3) job posts were also published; while five (5) were deleted after their closing dates.

Two (2) new pages were created as well; while one (1) more page was deleted or consolidated into other pages.

Additionally, sixty-nine (69) event posts were updated or edited during the report period.

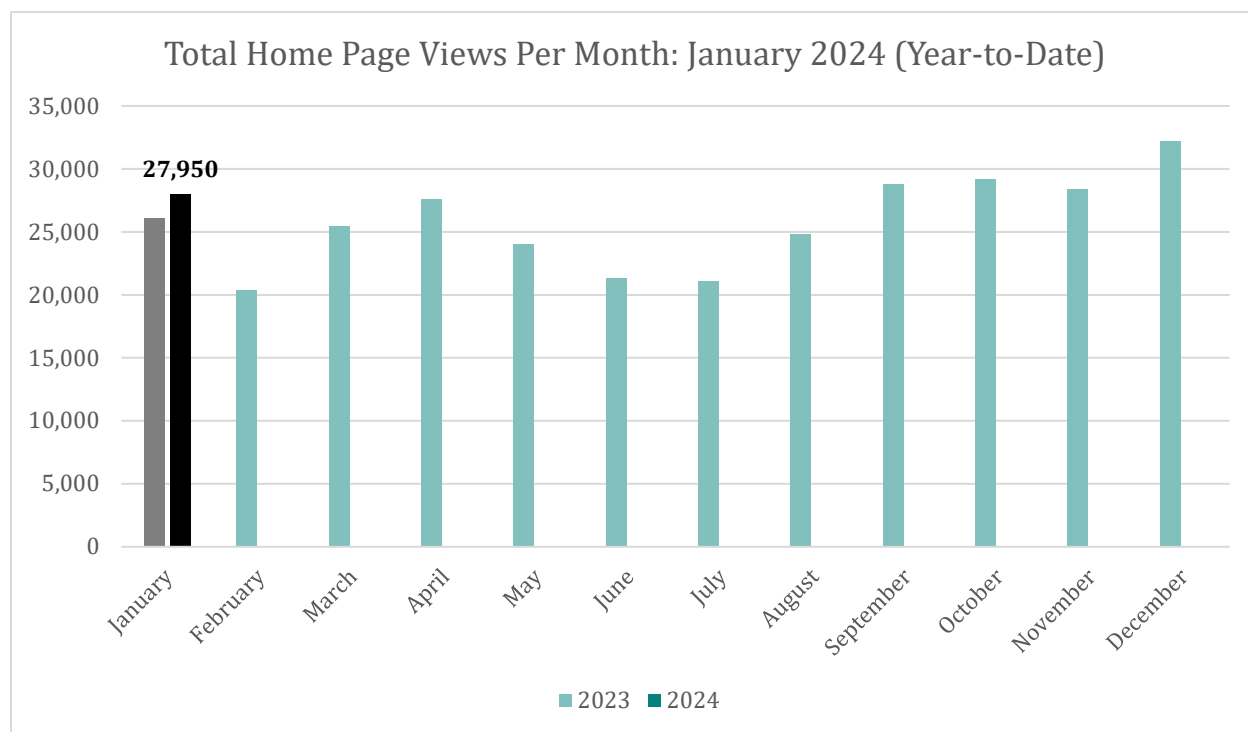
Approximately forty-eight (48) pages were revised/updated throughout this duration.

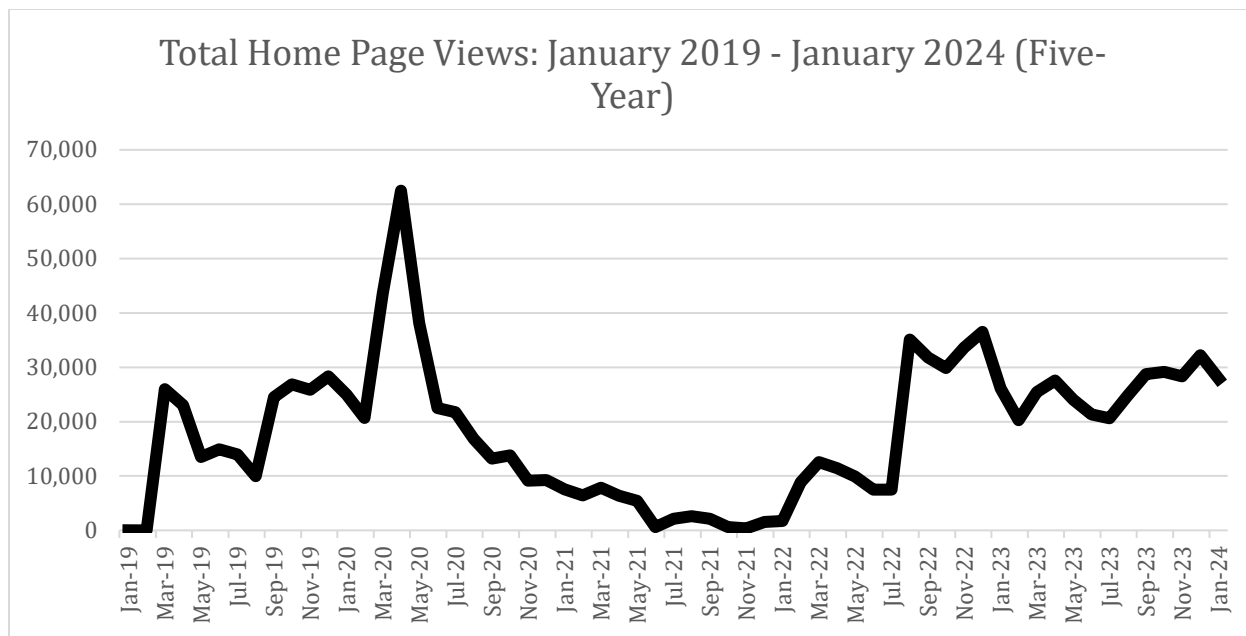
Approximately one-hundred-and-eighty-eight (188) documents were edited in or converted to PDF or DOC format. These included: Bureau Reports (9) in one .zip file; Meeting Documents (13) in two zip files; Job Descriptions (3); Minutes/Notices/Agendas (13); Species Regulations (80); Subchapters of the Division of Fish and Wildlife Rules (52); and others (18).

Fifty-four (54) images were also edited and posted.

Analytics – Home Page

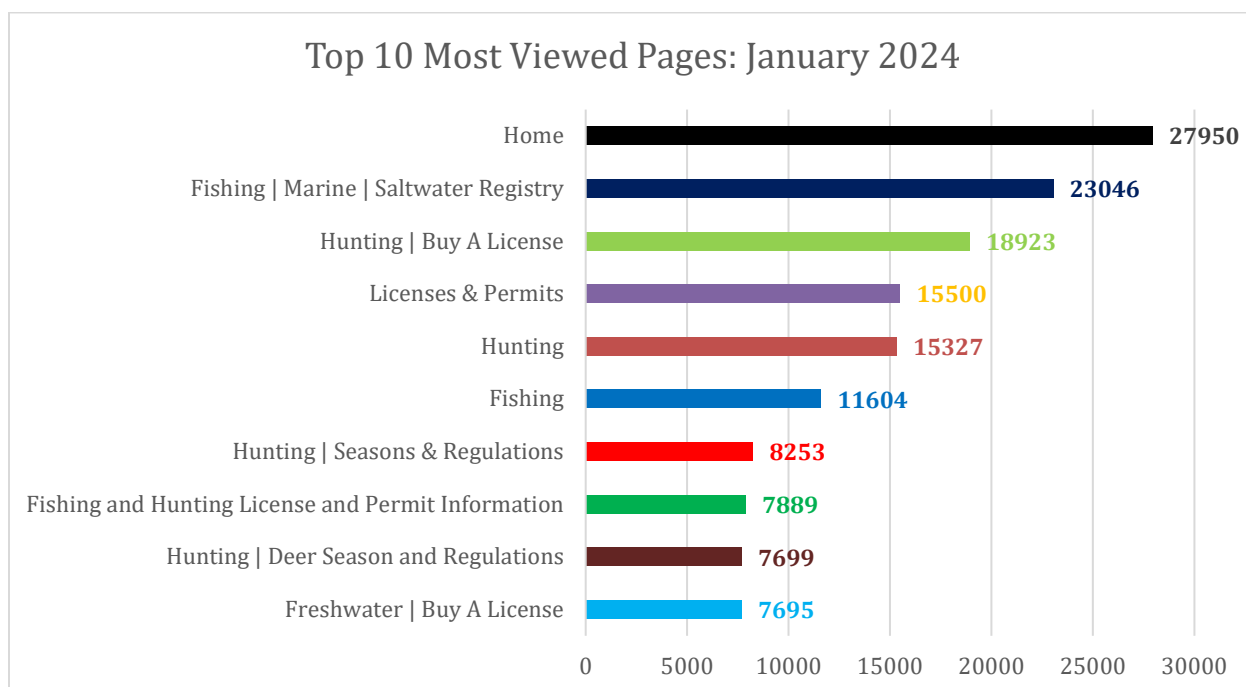
The number of views on the home page January was 27,950; an average of about 902 views per day. It is a decrease of 4,266 views from the previous month of December (32,216) and an increase of 1,848 views from the January of the previous year (26,102).



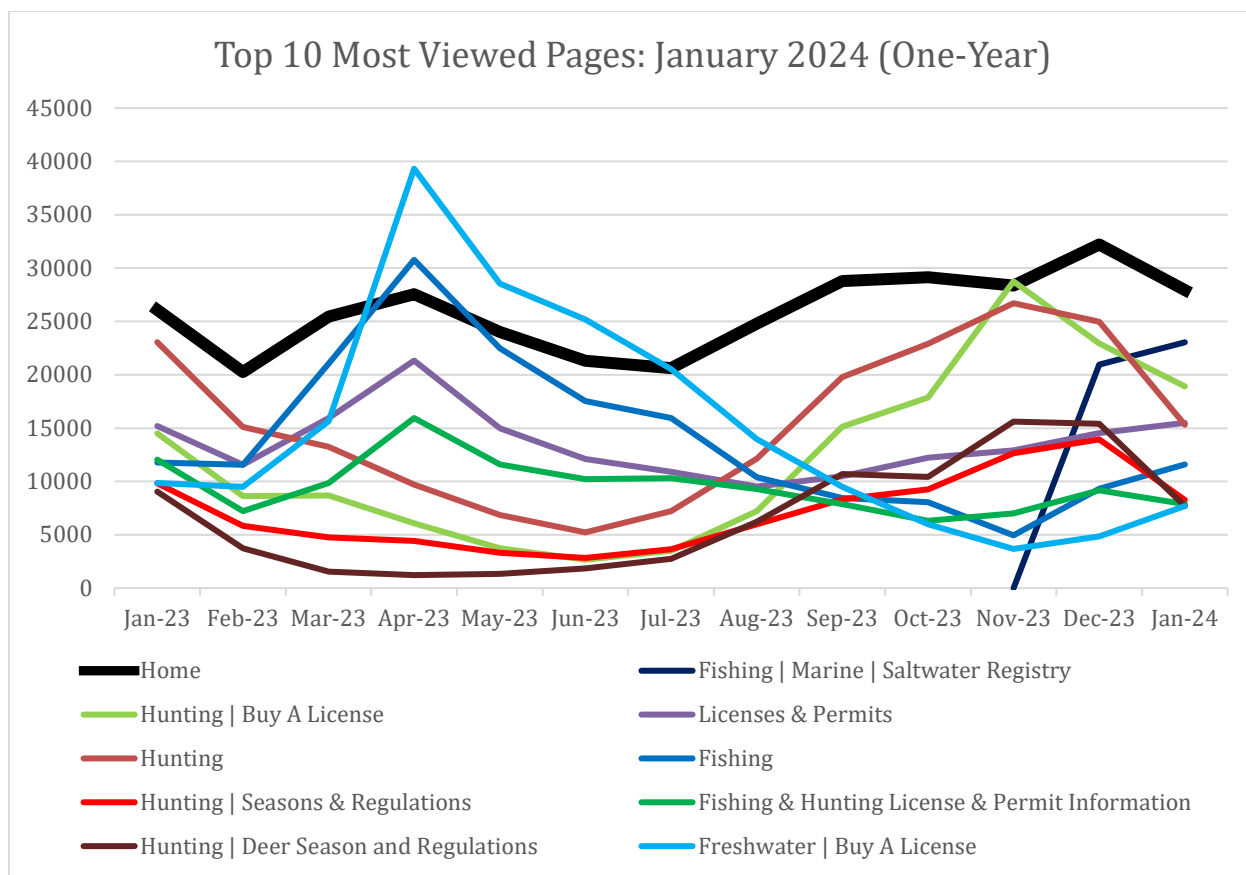


Analytics

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



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



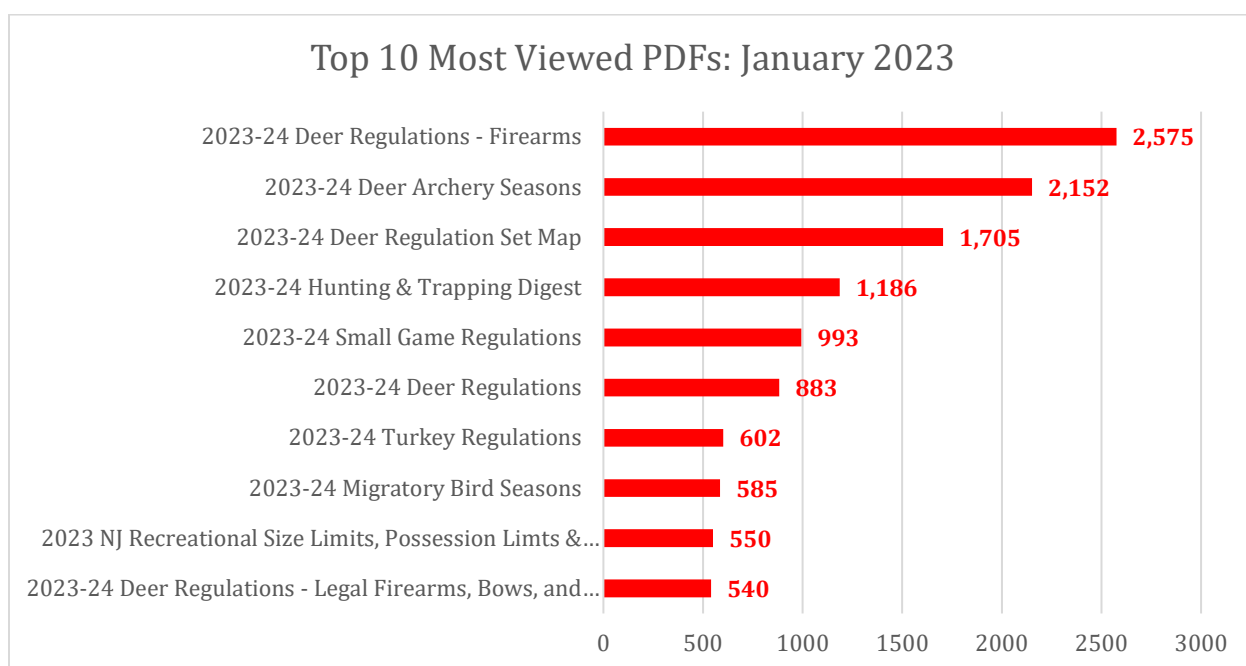
Rank	Page Name	Views
1	Home	27,950
2	Fishing Marine Saltwater Registry	23,046
3	Hunting Buy A License	18,923
4	Licenses & Permits	15,500
5	Hunting	15,327
6	Fishing	11,604
7	Hunting Seasons & Regulations	8,253
8	Fishing and Hunting License and Permit Information	7,889
9	Hunting Deer Season and Regulations	7,699
10	Freshwater Buy A License	7,695

Other popular pages on the website were:

Rank	Page Name	Views
11	Marine	6,921
12	Migratory Bird Season Information and Population Status	6,297
13	Hunting Hunter Education	5,715

14	Hunting Automated Harvest Report System	5,696
15	Marine Recreational Fish & Wildlife	5,317
16	Hunting and Trapping Digest	4,993
17	Fishing Marine Striped Bass Bonus Program Online Logbook	4,237
18	Jobs	3,481
19	Endangered, Threatened, and Special Concern Species	3,345
20	Marine Seasons & Regulations	3,129

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	2023-24 Deer Regulations - Firearms	2,575
2	2023-24 Deer Archery Seasons	2,152
3	2023-24 Deer Regulation Set Map	1,705
4	2023-24 Hunting & Trapping Digest	1,186
5	2023-24 Small Game Regulations	993
6	2023-24 Deer Regulations	883
7	2023-24 Turkey Regulations	602
8	2023-24 Migratory Bird Seasons	585
9	2023 NJ Recreational Size Limits, Possession Limts & Seasons	550
10	2023-24 Deer Regulations - Legal Firearms, Bows, and Ammunition	540

Additional Activities

Additional activities included bi-weekly Outreach Group meetings, the creation and review of an I&E-wide website survey, major updates to the Education section of the website, and Commissioner's Updates.

WILDLIFE INFORMATION/PUBLIC OUTREACH (Linda DiPiano)

GovDelivery (Listserv) Messages

Eight (8) email messages were drafted and sent to various e-mail lists and outdoor writers. Assistance was provided to staff with thirteen (13) additional messages.

1. Remember to Report Your Harvest (1/19/24)
2. Spring Turkey Permit Application Period Opens Thursday (1/22/24)
3. Youth/Veterans/Active Duty Military Waterfowl Hunt Saturday (1/29/24)
4. Save the Date for the 2024 Deer Classic & Skillful Angler Awards! (1/30/24)
5. Portions of Higbee Beach WMA Now Closed for Restoration Project (2/1/24)
6. Prescribed Burn at Black River Wildlife Management Area (2/2/24)
7. Support Tuckahoe Wildlife Management Area (2/4/24)
8. Check out the Winter R3 Newsletter! (2/12/24)

GovDelivery List numbers To Date

	2/1/2024
Freshwater Fishing	63531
Hunting	43985
Marine Fishing	59666
Wildlife	41831
Education	36731
Endangered Species	32863
Shellfish	39349
Outdoors	46089
Sparta Mt.	28337
CHANJ	32771
Marine CARES Act Information	17000
Marine Fisheries Grant and Assistance Information	4076
Total	446229

Responses to the Public Email Address

Approximately 158 emails came to the public email address. All were either directly responded to or forwarded to agency staff for response; all others required no response.

Outstanding Deer Program

A total of 21 out of 29 participants in the 2022-23 Outstanding Deer Program will be displaying their mounts in the 2024 Deer Classic.

All participants have been invited to the awards dinner given by the New Jersey Federation of Sportsmen's Clubs.

Marine Digest

Uploaded the first pass of the marine digest back to the publisher on January 22, 2024.

Received the second pass of the digest back from the publisher on January 26, 2024, and immediately sent it to Marine Fisheries staff with a due date of February 7, 2024.

Received the second pass edits back from Marine Fisheries staff on February 7, 2024. Looked them over and uploaded the pass to the publisher on February 9, 2024.

Hunting and Trapping Digest

Received materials back from Bureau of Wildlife Management staff for the 2024-25 Hunting and Trapping Digest on February 2, 2024.

Combined all edits and uploaded the submission to the publisher on February 9, 2024.

Wildlife Conservation Corps

The Wildlife Conservation Corps now has 4,680 members.

One volunteer opportunity was sent during this reporting period to members of the I&E list calling for WCC Volunteers Needed for Fishing Education.

Other

Attended a meeting with Princeton Partners where the results of the FY23 Bear Campaign & Behavioral Analysis Study were presented.

Attended a Governor's Surf Fishing Tournament meeting.

Attended a meeting with Shellfisheries staff regarding Vibrio outreach to be conducted this summer.

Attended a meeting with aquatic education staff to discuss training for volunteers interested in fishing education.

Attended the design kick-off meeting for the Sedge Island bulkhead.

Attended a meeting with the NJ State Federation of Sportsmen's Clubs regarding the 2024 Deer Classic and Convention as well as a one-day R3 sampler class for women. Details continue to be finalized and a good working relationship continues to be had by all.

WILDLIFE INFORMATION – INTERNAL COMMUNICATION (Kathy Porutski)

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

Reminder - Secret Retirement Collection for Dan Baker
Kudo Board for Lisa Clark (BWM - Waterfowl)
NOV Posting - NJFW (Administrative Analyst 4 - Fiscal Management)
NOV Posting - DEP Permit Coordination Officer 1
Celebration of Life TBA for Former Agency Director Bob McDowell (drafted)
NOV Posting - NJFW (Agency Services Representative Trainee)
January Monthly Reports
Secret Retirement Collection for Jeff Wettstein
Donated Leave for Maureen Kinlan
NOV Posting - NJFW (Research Scientist 1)
Kudo Board for Lisa Clark (BWM - Waterfowl) Ends Tomorrow (2/15)
NOV Posting - NJFW (Administrative Analyst 4 - Fiscal Management)

Also, during this reporting period: the Bureau of Information and Education's Monthly Report for January was compiled and edited; employees who are no longer employed with us *continue* to be removed from the IC email list when their messages are returned; several retiree email addresses were forwarded to BLM; contacts were established for a college student who inquired (via our website) about German POWs in the Glassboro WMA during WWII; past DEP Postmaster messages were researched for an SRO co-worker about utilizing temporary office locations; Musconetcong Trail Wayfinding & Interpretive Signs were proofed; a retirement flyer was designed for BLM's Jeff Wettstein; staff completed the NJFW Web Survey for the Bureau of Wildlife Management; and old agency photos were forwarded to former NJFW/current NWTB Biologist Bob Eriksen.

PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)

Publications/Graphics

- Wildlife Habitat Supporter stickers print request paperwork for estimates and signatures
- Communications review of art for WHS Program
- Turkey page banner changes made and shared
- Six deer head graphics created for staff review for new permit/tag production
- Trout In Classroom dynamic QR code created
- Review of *Places to Fish* brochure changes begun, modifications started
- Tax Check-off webpage banners created for review x 3 versions
- Staff business card draft proofs sent to Marine Resources Admin. for staff review
- Review of Hunting Digest QR code use for analysis
- Photo reformatting for I&E staff
- Tax Check-off graphics modified for social format
- QR code URL updates to reflect changed website links

Photography/Videography

- Alexauken Creek WMA site visits and footage with wildlife
- Lockatong Creek WMA site visit, hike and footage of frozen waterfall
- Holly Farm site visit, night Eastern Tiger Salamander survey and interview footage
- White Lake WMA site visit, aerial footage
- Whiting WMA site visit, aerial and hiker staging footage
- Lizard Tail Swamp WMA visit, aerial footage
- Lizard Tail Swamp WMA visit, night E. Tiger Salamander footage and underwater footage
- Hard drives received from DEP deployment office and formatted, migrating files from old computer to PC begun
- Review of photos and footage, file reduction, and shared with video producer
- WMA images provided for promos
- Production talks with staff on upcoming video projects
- Footage pulled from iCloud and put up to One Drive
- Review and upload 9 GB of footage and stills for sharing with staff

Meetings/Training

sUAS Meeting

Outreach Group Meetings

Granicus Meeting

Monthly flight training performed

PUBLIC INFORMATION AND DIGITAL MEDIA (Matt Hencheck)

Video Production

Whiting WMA of the Month promo – Filmed scenic landscapes and the types of activities that the public can enjoy at Whiting Wildlife Management Area. Each month we focus on promoting a different wildlife management area, highlighting the landscapes over different seasons as well as the public recreational opportunities available. This video is scheduled to be posted in March.

White Lake WMA of the Month promo – Began filming the habitat management efforts being conducted with staff from the northern region. Filmed scenic landscapes and activities the public can enjoy. Each month we focus on promoting a different wildlife management area, highlighting the landscapes over different seasons as well as the public recreational opportunities available. Since the area will begin to bloom with pollinators in late March, we plan to return to film it. This video is scheduled to be posted in April.

American Oystercatcher Project – Filming began in mid-January of local American oystercatchers migrating to the southern coastal regions. This project will continue throughout the spring and will showcase several ENSP biologists.

Eastern Tiger Salamander Survey – Filmed staff and volunteers assisting ENSP's Zoologist Bill Pitts as they conducted a night survey for tiger salamander eggs and adults in Cape May County. The survey began in late December. This video is in the early editing stages with plans to post to social media sometime in March.

Wild Turkey Project – A new survey on the state's wild turkey population has begun and will be conducted by NJ Fish and Wildlife biologists. This project began in January and will continue throughout the year. We will document the research with plans on producing a full video later in the year as well as short promo videos for social media.

SOCIAL MEDIA (Katie Paey)

Facebook

The NJFW Facebook (FB) page had **49,257 followers** at the end of this reporting period.

The total reach of the NJFW Facebook page during this reporting period was 141,700 people.

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

Post topics included: employment opportunities, CPO toy drive, Go Fish Fridays, CPO Recruit graduation, 2024 Freshwater Fishing Digest, HOFNOD Team Leader Training, turkey trapping, Sisters Afield program, spring turkey permits, cub scout trout stocking truck Pinewood Derby car, updated cover photo, Youth and Military/Veterans Waterfowl Hunting Day, Tuckahoe WMA of the Month, Higbee Beach WMA closure, R3 butchering workshop recap, Youth Fishing Challenge host site request, Sedge Island programs, deer shed antlers, Pequest hiking programs, Valentine's Day, and hunter education promotion.

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):

2/1 – Portions of Higbee Beach WMA to close – reached **44,451** people, **4,955** engagements

Staff continues 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.

Instagram

The NJFW Instagram page had **15,413 followers** at the end of this reporting period.

The total reach of the NJFW Instagram page during this reporting period was 12,900 people.

18 Instagram posts were posted this period. Posts include photographs and video taken by staff, and graphic pieces created for promotions.

Post topics included: CPO toy drive, Go Fish Fridays, CPO Recruit graduation, turkey trapping, cub scout trout stocking truck Pinewood Derby car, Youth and Military/Veterans Waterfowl Hunting Day, Tuckahoe WMA of the Month, Higbee Beach WMA closure, R3 butchering workshop recap, Youth Fishing Challenge host site request, Sedge Island programs, deer shed antlers, Pequest hiking programs, Valentine's Day, and hunter education promotion.

Eight Instagram stories were posted this period. Topics included: employment opportunities, CPO Recruit graduation, Freshwater Fishing Digest, turkey permits, Higbee Beach WMA closure, tagged photo share, and ice safety graphic share.

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

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

Instagram post with the most reach this period –

2/1 – Tuckahoe WMA of the Month – reached **7,172** people with **833** interactions

Staff monitored and responded to comments and private messages.

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.
- A list of WMAs for WMA of the Month promotions for the next six months was created and shared with Bureau of Land Management superintendents and Outreach Group staff.
- A list of WMAs to promote over the next two years is currently being developed with input from regional superintendents.

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.

New Jersey Fish and Wildlife contracted with a marketing firm vendor to implement an FY2024 black bear multi-media outreach campaign. The campaign will commence in the spring and peak marketing will coincide with spring and fall 2024 bear activity periods. Millions of residents will be reached in their homes and on their mobile devices with bear safety information.

A meeting was scheduled with the marketing vendor to kick-off the FY24 bear marketing campaign. The vendor was also scheduled to present results of the FY23 campaign, and the behavioral analysis study conducted to the NJ Fish and Game Council at the March meeting.

A bear education and outreach PowerPoint presentation was prepared for the upcoming NJ State Federation of Sportsmen's Clubs Annual Convention.

Meetings were attended on topics that include updating the website's Education hub page and secondary pages, a Vibrio outreach campaign, and the WMA of the Month campaign.