



BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT

Al Ivany, Chief

March 16 – February 15, 2024

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

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

Staff prepared and conducted presentations at eleven (11) mandatory statewide Hunter Education instructor meetings during the report period. There were three evening, one daytime and one virtual option in the northern portion of the state and five in-person and one virtual option in the south. Instructors were informed of program changes and areas of focus within the program. Data from the previous year was presented to instructors to discuss trends and how we can continue to improve our courses as well as updates on the Hunter Education survey results, and information on the R3 Program and NASP. The meetings were very well attended with 60 instructors in attendance, including four new instructors in the north and a total of 75 instructors in attendance in the south.

Staff held the first Hunter Education class of the year at Colliers Mills WMA on Sunday, March 10, 2024. This range session was very well attended with 65 firearm and 42 archery students completing their requirements. Hunter Education courses are filling up quickly as the 2024 season starts off.

Staff conducted a thorough cleaning of all the state firearms in both the northern and southern regions. The firearms have all been numbered to identify them more easily and if any problems occur with those firearms, they will be recognized.

Staff handled 289 emails from constituents during this reporting period. Contained in those emails were 57 non-residents requesting their profiles be unlocked. This is a very popular time of year for non-resident license unlocks, as there has been a growing trend on a national level for turkey hunters to try to harvest a turkey in all 49 states (excluding Alaska). In recent years, we have seen a large increase in non-resident turkey hunting inquiries because of this trend. Also contained in those emails were 10 requests for rifle permit unlocks from individuals who had completed shotgun hunter education prior to 2014, but did not previously complete the rifle education. In recent years, there has been increased interest in coyote/fox hunting during the special permit season that runs January 1 – March 15. During this reporting period, we saw a higher number of rifle permit unlock requests from those individuals who want to participate in the special permit coyote/fox season because it allows them to hunt during the day with center or rimfire rifle up to .25 caliber, but requires the hunter to have a rifle permit.

Staff also handled 98 voicemails during the reporting period. Percentages are as follows: 25% live-fire range session inquiries; 22% other – not hunter education related; 15% duplicate hunter education card requests; 14% general questions on hunter education; 10% miscellaneous hunter education inquiries; 9% assistance to non-resident hunters, 3% trapper education inquiries and 2% rifle/muzzleloader permission inquiries and unlocks. In addition, during this time period, 38 duplicate hunter education cards were processed.

Trapper Education

Trapper education classes continue to be highly popular statewide. During this time period and for the first time ever, staff created an additional trapper education class in the northern region. The two spring trapper education classes (north and south) were posted the second week in February. In approximately two weeks, both classes filled to capacity and hunter education staff received over a dozen additional inquiries about trapper education classes. Additional seats were added to both classes, which also filled to capacity in just days.

Miscellaneous

J. Leskie continued working on the process of updating the next 5-year Federal Hunter Education Grant and budget cycle.

S. Forlenza gave two presentations at the New Jersey State Federation of Sportsmen's Clubs' annual convention at the Crowne Plaza in Princeton. The first presentation provided information on the effects of lead ammunition on wildlife and offered information on better alternatives. The second presentation focused on shot placement when bow hunting for deer and what to do after the shot. In total, approximately 32 people attended these presentations.

Staff assisted the Bureau of Wildlife Management with the annual post-season beaver and otter check station at the Winslow Field Office. Beaver harvest numbers were up from previous years at this check station.

The instructor newsletter is now sent out weekly during the Hunter Education teaching season. K. Griglak scored one white-tailed deer during the report period that will be entered into the New Jersey Outstanding Deer Program records. The Nontypical Crossbow harvest from Zone 10 had a total score of 144 3/8 inches.

Staff represented the agency at both the Hunters Helping the Hungry quarterly board meeting and the monthly meeting of the NJSFSC's Warren County Chapter in March.

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

The 2024 Women's Mentored Turkey Hunt application was finalized after selecting previous year's applicants. Permit application and program logistics were forwarded to the participants. All six of them have applied and claimed their spring turkey permit that is required for this workshop. The workshop will cover life history and biology of turkeys, hunting regulations, equipment, scouting, patterning a shotgun (range), planning the hunt, and turkey calling. All this will be followed up with two days of mentored hunting with our R3 Mentors.

Staff finalized registration and confirmed logistical contacts for two Turkey Hunting and Calling seminars. One is scheduled for the Pequest Trout Hatchery and Natural Resource Education Center in Warren County and the other will be held at the Batsto Historic Village in Burlington County. Both Turkey Hunting and Calling seminars are being held Saturday, March 23, 2024. The application period closed on March 20, 2024. Both locations reached maximum capacity quickly (Pequest's maximum capacity is 80 participants; Batsto can accommodate 100). These results indicate that there is a tremendous interest in turkey hunting in New Jersey.

R3 Tuckahoe Managed Waterfowl Hunt

Tuckahoe Managed Waterfowl Hunt staff met for a wrap-up meeting to discuss the past season and future of the program. The last three years of the program were compared, resulting in 88% of the hunters selecting that the program should be continued. Staff also discussed new policies and procedures for the upcoming 2024 season. Also during this meeting, a task list was developed to prepare for the upcoming season and staff members are planning on meeting internally this spring to discuss the future of the program. Field notes from the past three seasons are being compiled and entered into a database to do further analysis.

R3 Miscellaneous

J. Leskie prepared and presented an overview of the R3 Hunting & Shooting Sports Program for attendees at the NJ State Federation of Sportsmen's Club's Convention at the Crowne Plaza in Princeton. Updates were given regarding license sales nationwide as well as in New Jersey, the Pheasant Stocking Program, Take a Kid Pheasant Youth Hunt, Tuckahoe Managed Waterfowl

Hunting Program, and various workshops/seminars (i.e., butchering workshops, duck hunting and turkey hunting seminars as well as mentored hunts for turkey, waterfowl and squirrel).

C. Venuti began compiling material for the upcoming Spring 2024 R3 Newsletter. Information on all of the programs that will be conducted and those that are being planned, will be showcased. Staff attended a Hunter Education Planning and Update Meeting during the report period. This meeting was held both in-person and virtually with R3 and Hunter Education staff. Throughout this meeting, staff discussed Hunter Education Survey results from the previous hunter education season as well as changes for the upcoming one.

J. Leskie and T. Woolley attended the NJ State Federation of Sportsmen's Clubs Convention at the Crowne Plaza in Princeton. While at the convention, J. Leskie, T. Woolley and Lou Gambale (NWTF Chairman) conducted a Turkey Hunting and Calling seminar for women as part of the Outdoor Women's Program. This seminar covered obstacles for women hunters, biology, history of the wild turkey, hunting methods, scouting techniques and turkey calling. This seminar had 10 women attend and was very well received.

Staff attended two Regional Hunter Education Instructor meetings to provide training updates, review statistical analysis from the previous year's classes and highlight any changes for the upcoming season. During these meetings highlights and updates of current and upcoming R3 hunting and shooting programs were discussed.

Staff have been in contact with Hunters Helping the Hungry (HHH) to explore possible dates for more butchering workshops in the fall. HHH has proposed three possible dates (two dates in South Jersey and one up north). R3 staff will handle registration and promotion of the workshops.

NASP® (Joe Leskie, Craig Decker)

Staff partnered with NASP and International Bowhunters Organization (IBO) to host the annual New Jersey State NASP/IBO 3-D Challenge at Warren Hills Regional High School on February 24. Eight schools with 174 students from the elementary, middle, and high school divisions competed. This number is up from the seven schools and 110 students competing during the previous year. The top scoring teams in each division earn the opportunity to compete at the NASP Eastern National IBO 3-D Challenge. The results were: 1st Place Elementary Division – Helen Morgan School; 1st Place Middle School Division – Oxford Central School; 1st Place High School – Warren Hills Regional High School.

Staff attended a meeting with the Union County Development Agent of the Rutgers Cooperative Extension Youth Development program to discuss improvements and further development to their existing NASP certified archery program at Oak Ridge Park. Insight and program incentives were discussed with the hope of improving the program in the near future.

Staff officiated, certified and processed New Jersey NASP Virtual State Bullseye Tournaments at Livingston High School, Clinton Public School, Harmony Township Elementary School, Delaware Township School, West Morris Central High School, Oxford Central School, Warren

County Technical School, and Robert Morris School. The statewide competition ends on March 31.

Staff are currently working with NASP Certified Lincoln Park Archers to increase the number of certified instructors and help expand their youth program.

Miscellaneous

C. Decker assisted I&E management in preparing, delivering, and retrieving one of the Handicap Track Chairs for display at the NJ State Federation of Sportsmen's Clubs' annual convention. AC Golden requested that this equipment be on display to showcase its capabilities.

Staff assisted with performance evaluations and cleaning techniques of the newly purchased Remington 870 shotguns that were activated during the 2023 season.

Staff attended the Hunter Education Summit Meeting with discussions on planning and improving the upcoming Hunter Education season.

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

Sedge Island Natural Resource Education Center

Groups are being scheduled for 2024.

Trout in the Classroom (TIC)

Staff continue to work with teachers to ensure that their applications are complete for releasing their trout at the end of the program.

Angler R3

One of two Fishing Education Instructor training workshops was held on March 10 at the Hackettstown Hatchery for 32 participants. A PowerPoint presentation was developed for the training along with a few hands-on activities. A second training will be held on March 17 at Square Circle Sportsmen in Gibbsboro. The purpose of the trainings is to recruit new volunteers to support the fishing education programs.

One *Let's Go Fishing* workshop is scheduled on April 19 at Laurel Acres Park, Mt. Laurel Township in Burlington County.

Staff attended the Recreational Boating & Fishing Foundation's 2024 State Marketing Workshop in Atlanta, Georgia, February 26-28. Part of the workshop had an Angler R3 Expo where employees staffed a table that highlighted New Jersey's development of its Angler R3 plan and what efforts are being prioritized.

Governor's Surf Fishing Tournament

Committee members have ordered prizes for the tournament. Staff is working with a new company for a T-shirt design. Registrations are being received.

Education

Staff met with Forest Resource Education Center employees to discuss cooperative Climate Change projects, as well as with the Hunterdon County Arboretum.

Staff presented three sessions of a *Wildlife of New Jersey* program on March 2 at the Outdoor Women of New Jersey Workshop. The sessions incorporated the Mobile Education Trailer. Despite the rainy weather, participants learned a lot and found the information both valuable and enjoyable.

Staff conducted two full-day school workshops on *Climate Change and Wildlife* with the Save Barnegat Bay (SBB) non-profit organization at Lavallette Elementary School on March 6 and the SBB EcoCenter on March 8. Both programs were for students in grades 3-6 and their teachers.

The *Climate Change and Wildlife* PowerPoint program has been completed. There are two versions available: one pre-recorded and one without narration.

Staff compiled a guide of newly created and existing wildlife-related activities for use with the Mobile Education Trailer and other outreach efforts.

Two meetings were attended: NJ Commission on Environmental Education and NJ Envirothon.

Other

The Year 5 Aquatic Education Federal Grant Report was submitted.

Staff assisted with the virtual 2024 Trout Meeting. A big thank you to M. Hencheck for editing the recording and assisting with closed captions in order for it to be available so quickly. The recording was sent to participants who attended the meeting and those who registered but were unable to attend.

The Outdoor Women of New Jersey workshop was held on March 2 in conjunction with the NJ State Federation of Sportsmen's Clubs' annual convention for 23 women. A thank you to the staff who provided workshop sessions. Evaluations were overwhelmingly positive with participants indicating they would like more women-only programs.

Staff attended a DEP Youth Inclusion Initiative virtual meeting.

Staff attended an in-person Electronic Licensing System RFP meeting.

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

Three email messages were drafted and sent to various e-mail lists.

- Sisters Afield – Hook and Cook Trout! (2/21/24)
- Pequest Spring Hike (3/8/24)
- Introduction to New Jersey Trout Fishing at Pequest (3/14/24)

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

Pequest Natural Resource Education Center

Staff interviewed five applicants for the hourly front desk position.

Group registration continues to be scheduled.

Two group programs were given. One Hatchery Tour and Trout Habitat Hike was given to a school group of 23 students and one Trout Habitat Hike was given to 25 boy scouts.

Three open enrollment public programs were held for a total of 19 participants.

- Cold Weather Hiking Essentials (for five individuals).
- Winter Hike (for six).
- Part 2 of a 3-part Fly Tying Basics Class (for eight)

Staff continue to work with the Gecko Group on the new Pequest exhibits. Gecko Group provided a draft layout for the section behind the pond where the mounts will be displayed. Staff provided feedback to them.

Staff assisted with leading a Fishing Education Instructor training on March 10 at the Hackettstown Hatchery to train and recruit new volunteers to assist with programs. As a result of the training, 29 participants are interested in assisting at the Pequest Education Pond.

The facility was used for two hunter education meetings.

Staff wrote and reviewed a script for how to handle trout.

Mobile Education Trailer (MET)

The Mobile Education Trailer was at the NJ State Federation of Sportsmen's Clubs' annual convention March 1-2. With rainy conditions on Saturday (3/2), the trailer only had about 50 people pass through it.

Staff continues to schedule the Mobile Education Trailer for Spring 2024. Events that are not suitable for the trailer are scheduled when employees are available to staff a table. Staff continue to coordinate with other bureaus to provide help with the trailer.

Hooked on Fishing - Not on Drugs (HOFNOD) Program

Staff continues to coordinate a Hooked-on Fishing Team Leader Training set for April 26-28. The Lighthouse Center for Natural Resource Education had been reserved for the training; however, the facility is no longer able to provide overnight accommodation due to leaks in the roof. Staff have reached out to two other potential sites and are waiting to hear back from them as to their availability.

Staff continues to coordinate this year's Youth Fishing Challenge on June 1 and 2. Thirty-three host sites have signed up with nine new locations.

Staff is coordinating this year's Sisters Afield Program with three events for spring of 2024: April 20 Hook & Cook at Pequest; May 17-19 at Island Beach State Park for kayak fishing and the Governor's Surf Fishing Tournament (session is full); and June 21-23 for a Sedge Island Experience (session is full). Staff hosted an evening virtual meet and greet with four participants to discuss expectations at each session and answer any questions.

Staff assisted with Fishing Education Instructor training on March 10 at the Hackettstown Hatchery. From the training, 19 participants indicated they were interested in assisting with the Hooked-on Fishing program and 14 stated they were interested in helping with Sisters Afield.

Local stakeholders invited staff to attend a Camden School District board meeting to support their initiative to utilize the district's Outdoor Education Center in Winslow as a HOFNOD program site. The Winslow site, previously used as an outdoor classroom, had been closed by the school district in 2015.

Staff did one radio interview with Tom Pagliaroli (Rack & Fin Radio) to promote the upcoming HOFNOD training.

Staff presented at the Newark Bait & Fly-Casting Club's monthly meeting for 70 scouts and led an activity that allowed the youngsters to make their own fishing tool necklace.

WEBSITE ACTIVITY (Doug Rizio)

New and Updated Pages, Images, and Documents

Four (4) news updates were posted in February.

One (1) job post was also published.

Five (5) new pages were created as well; while seven (7) more pages were deleted or consolidated into other pages. Most of these page deletions were part of a restructuring of the Education section of the website.

Additionally, twenty-five (25) event posts were updated or edited during the report period.

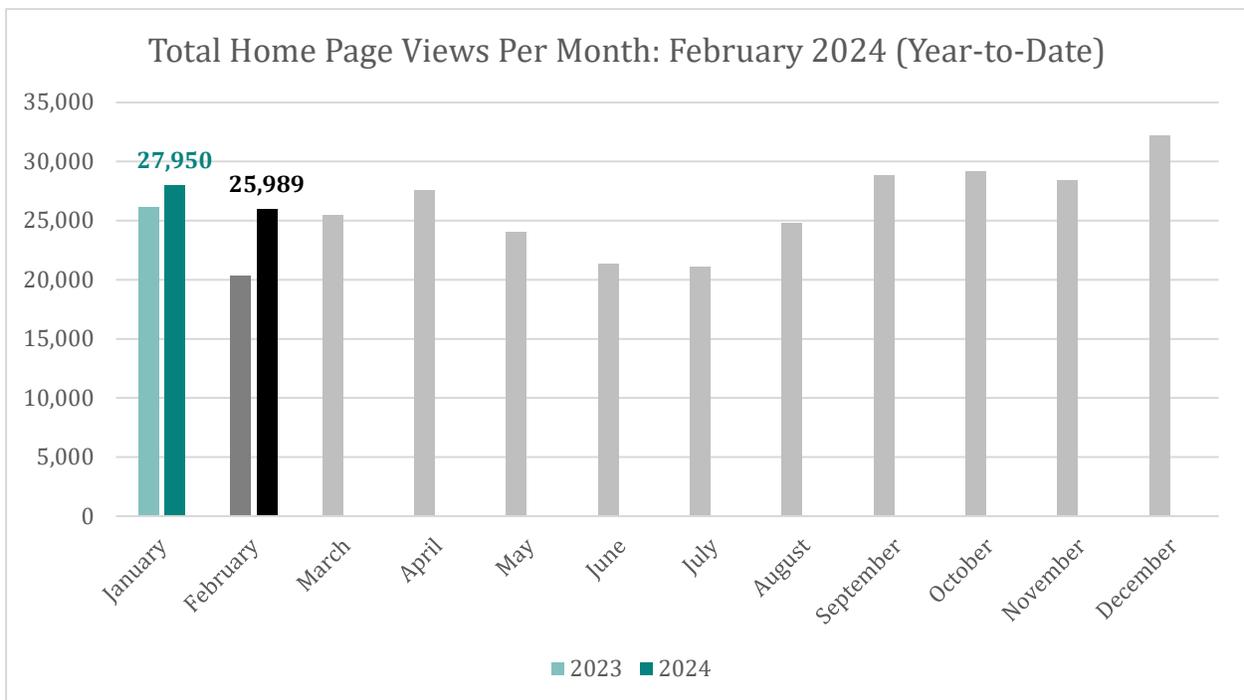
Approximately sixty-eight (68) pages were revised/updated throughout this duration.

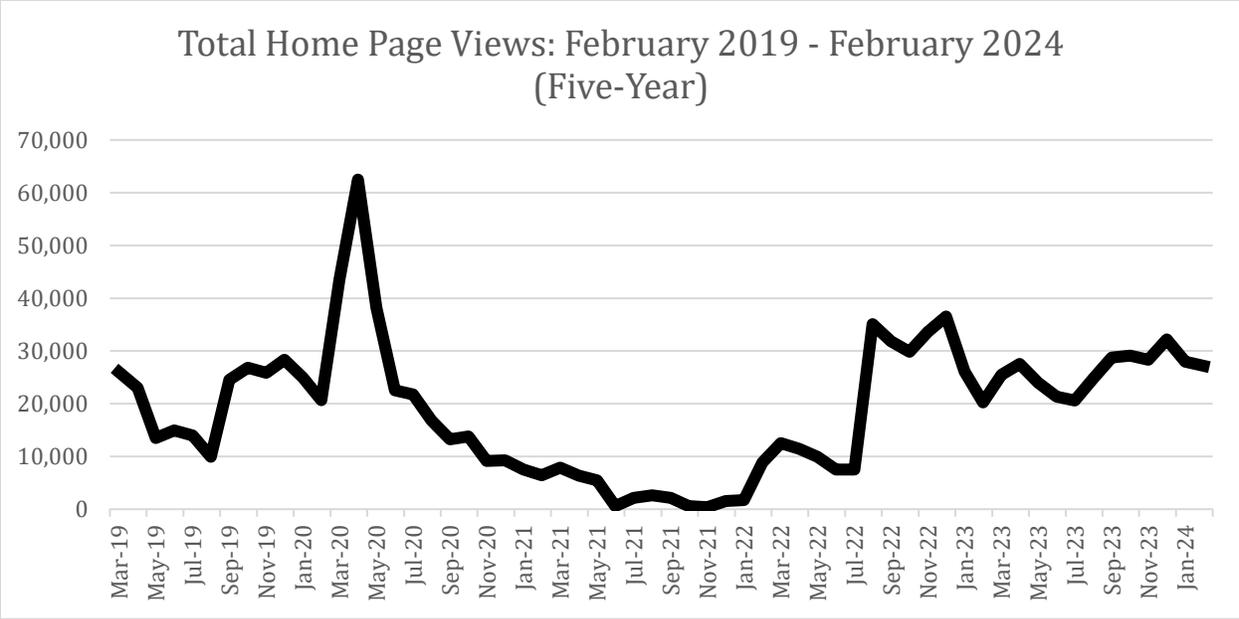
Approximately one-hundred-and-fifty-five (155) documents were edited in or converted to PDF or DOC format. These included: Bureau Reports (9) in one .zip file; Job Descriptions (1); Minutes/Notices/Agendas (11); past Marine Digest articles (82); past CHANJ listservs (22); and others (30).

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

Analytics – Home Page

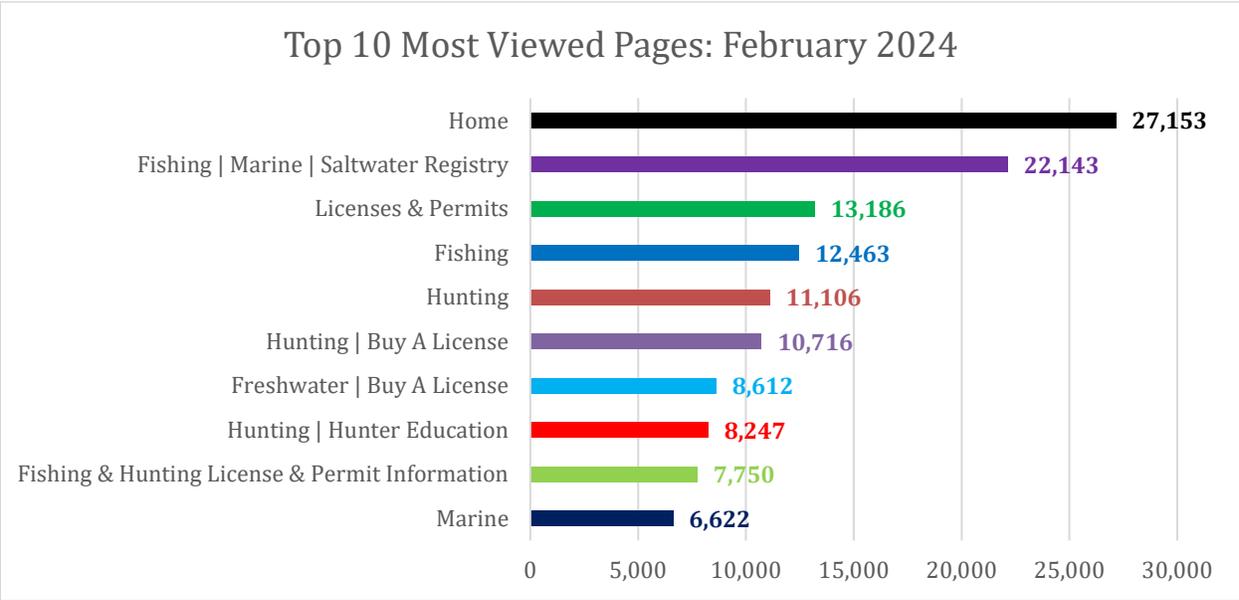
The number of views on the home page February was 27,153; an average of about 970 views per day. It is a decrease of 797 views from the previous month of January (27,950) and an increase of 6,809 views from the February of the previous year (20,344).





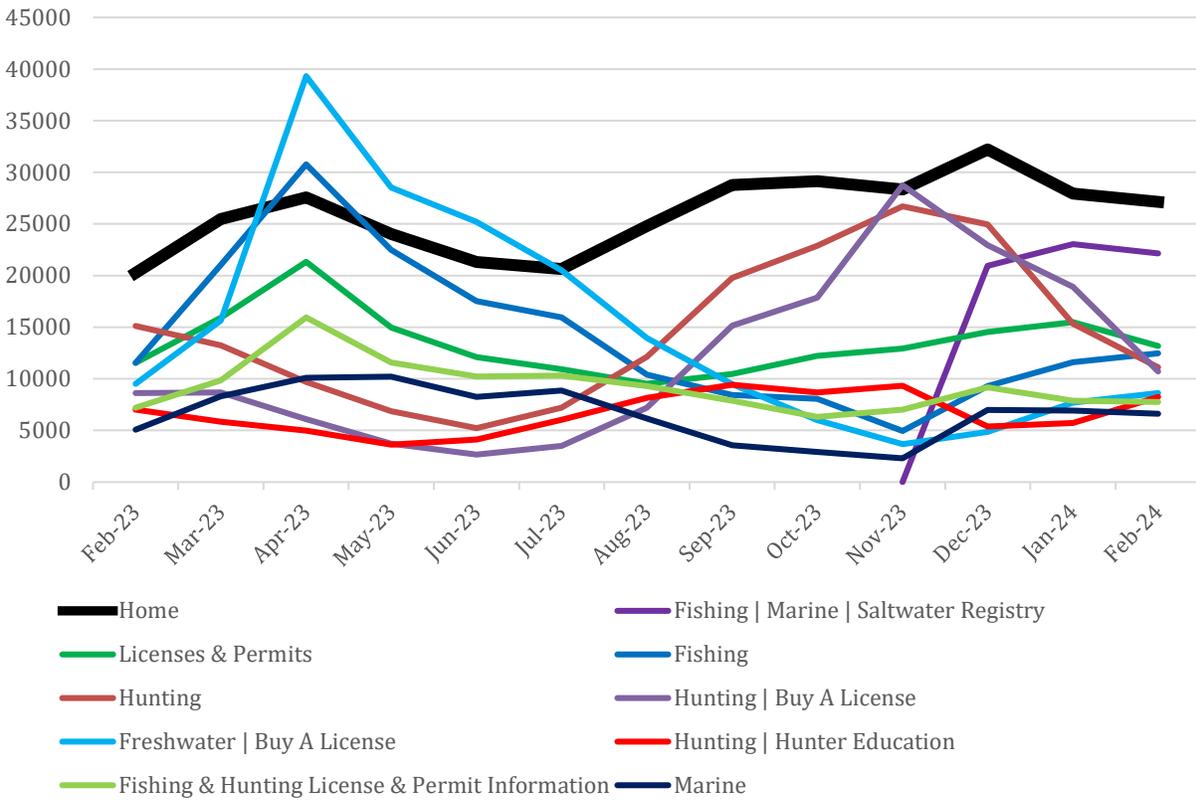
Analytics

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



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

Top 10 Most Viewed Pages: February 2024 (One-Year)



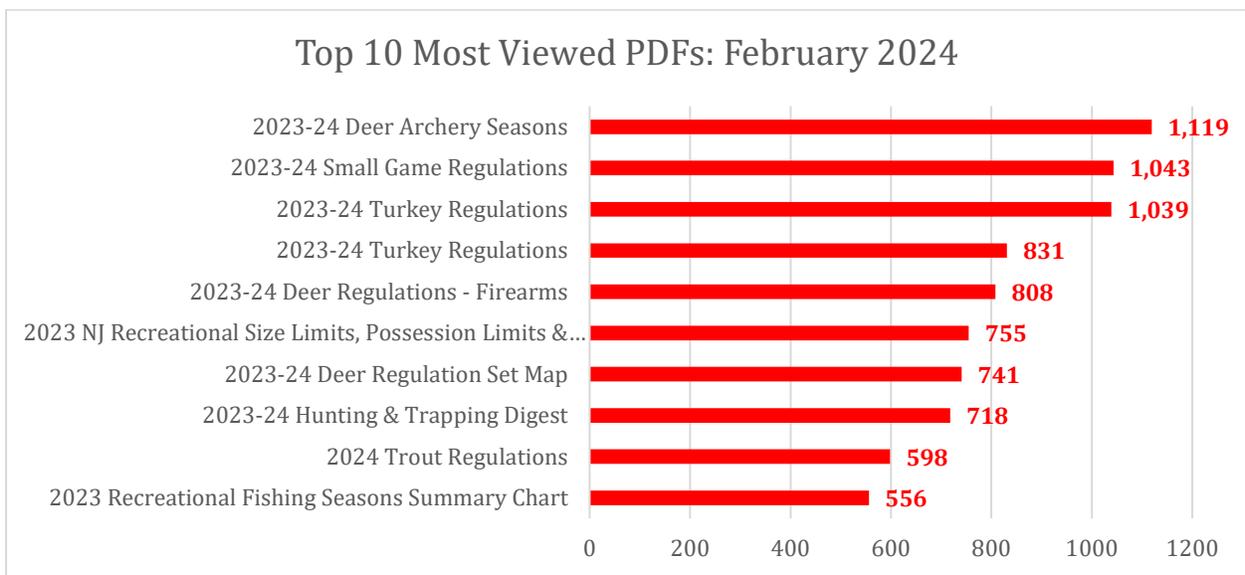
Rank	Page Name	Views
1	Home	27,153
2	Fishing Marine Saltwater Registry	22,143
3	Licenses & Permits	13,186
4	Fishing	12,463
5	Hunting	11,106
6	Hunting Buy A License	10,716
7	Freshwater Buy A License	8,612
8	Hunting Hunter Education	8,247
9	Fishing & Hunting License & Permit Information	7,750
10	Marine	6,622

Other popular pages on the website were:

Rank	Page Name	Views
11	Hunting Seasons & Regulations	6,193
12	Marine Recreational Fish & Wildlife	5,087
13	Freshwater 2023 Spring Trout Fishing Information	4,258

14	Marine Seasons & Regulations	4,203
15	Freshwater	4,008
16	Hunting Deer Seasons and Regulations	3,700
17	Hunting and Trapping Digest	3,417
18	Hunting Obtaining Hunting and Trapping Permits	3,387
19	Jobs	2,978
20	Range Information	2,852

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	2023-24 Deer Archery Seasons	1,119
2	2023-24 Small Game Regulations	1,043
3	2023-24 Turkey Regulations	1,039
4	2023-24 Turkey Regulations	831
5	2023-24 Deer Regulations - Firearms	808
6	2023 NJ Recreational Size Limits, Possession Limits & Seasons	755
7	2023-24 Deer Regulation Set Map	741
8	2023-24 Hunting & Trapping Digest	718
9	2024 Trout Regulations	598
10	2023 Recreational Fishing Seasons Summary Chart	556

Additional Activities

Additional activities included bi-weekly Outreach Group meetings, meeting on overhauling both the Education and the Wildlife Management sections of the website, and Commissioner’s Updates.

**WILDLIFE INFORMATION/PUBLIC OUTREACH (Linda DiPiano)
GovDelivery (Listserv) Messages**

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

1. Hackettstown Production/Stocking Summaries for 2023 (2/16/24)
2. The 2024 Deer Classic - March 1-2! (2/19/24)
3. Turkey Permit Lottery Application Deadline Thursday (2/20/24)
4. 2024 Spring Turkey Permit Information (2/23/24)
5. SAVE THE DATE! Annual Trout Meeting Thursday, March 7 at 7 pm (2/27/24)
6. Talkin' Turkey Seminars (3/7/24)
7. Black River WMA Archery and Shotgun Range Closure (3/8/24)
8. Closure Dates Update - Black River WMA Archery and Shotgun Range Closure (3/11/24)
9. Support Whiting WMA (3/12/24)
10. Most Trout Waters to Close March 18 (3/13/24)
11. Input Wanted on 2024-25 NJ Migratory Bird Hunting Seasons (3/15/24)

GovDelivery List numbers To Date

	3/1/2024
Freshwater Fishing	63628
Hunting	44128
Marine Fishing	59783
Wildlife	41856
Education	36773
Endangered Species	32913
Shellfish	39391
Outdoors	46282
Sparta Mt.	28379
CHANJ	32808
Marine CARES Act Information	17110
Marine Fisheries Grant and Assistance Information	4236
Total	447287

Responses to the Public Email Address

Approximately 161 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

An email with Deer Classic and Federation Conference details was sent to 21 of the 29 participants of the Outstanding Deer Program from the past hunting season (2022-23) who had responded that they were bringing their mounts to the classic.

Official setup for the classic began on Friday, March 1 with participants bringing their mounts in the morning. Thank you to the Central Region Bureau of Land Management staff for being there to hang every single mount in a safe and timely fashion, and to Freshwater Fisheries staff for assistance providing the display. Seventeen mounts were brought to the Classic in seven categories.

Awards were given at the Federation Awards Dinner on Saturday night to close the conference.

All winner lists were updated on the web, including the All-time list.

Marine Digest

Received the third pass of the digest back from the publisher on March 16, 2024, and immediately sent it to Marine Fisheries staff with a due date of March 7, 2024.

Received the third pass edits back from Marine Fisheries staff on March 7, 2024, reviewed all edits and uploaded the pass back to the publisher on the same day.

Hunting and Trapping Digest

Awaiting the first pass of the digest from the publisher.

Wildlife Conservation Corps

The Wildlife Conservation Corps now has 4,719 members.

One volunteer opportunity was sent during this reporting period to the entire email list asking for Volunteers to assist with Opening Day Angler Counts.

Other

Attended the Recreational Boating and Fishing Foundation (RBFF) conference in Atlanta, Georgia.

Work on the Garden State Deer Classic took up a large portion of this reporting period. Award plaques were organized, participant certificates were printed, and all show logistics were prepared. See above for more information.

Attended the FY24 Bear Marketing Campaign Kickoff Meeting with Princeton Partners.

Met with Freshwater Fisheries staff to discuss and practice the go-to-meeting platform in which the virtual trout meeting will be broadcast upon.

Assisted Freshwater Fisheries with the virtual Trout Meeting held on March 7, 2024.

Attended Fishing Instructor volunteer training with aquatic education staff on March 10, 2024. Volunteers were trained in all things fishing education.

Attended a meeting regarding the upcoming RFP for our licensing system.

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 Jeff Wettstein
Employee Housing Opportunity (Pittsgrove)
Message from AD Hearon - Deepest Sympathy to the Carben Family
NOV Posting - NJFW (Manager 4 Environmental Protection - Technical/Scientific/Engineering)
NOV Posting - NJFW (Supervising Biologist - Wildlife Management)
NOV Posting - NJFW (Manager 4 Environmental Protection Natural Resources Wildlife)
Congratulations to Linda DiPiano - Recipient of the NJSFSC's Valgenti Award (Drafted 3/4)
February Bureau Reports
Updated NOV Posting - NJFW (Supervising Biologist - Wildlife Management)
Employee Housing Opportunity – Tuckahoe
Stork Visits BWM - Introducing Baby Sampson Joseph Staats!
NOV Posting - NJFW (I&E Program Specialist Trainee)

Also, during this reporting period: the Bureau of Information and Education's Monthly Report for February was compiled and edited; a retirement flyer was designed for BLM's Dan Baker;

new employees were added to the IC list; and the New Jersey State Policy Prohibiting Discrimination in the Workplace Written Policy and Model Procedures was completed.

PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)

Publications/Graphics

- Tax Check-off graphics for social x 5 versions
- ENSP staff graphics created for social
- Logo reformatting for I&E staff
- Wildlife art created for promotional items
- CHANJ project 4x6 promotional card created – draft shared with staff
- Hunting and Trapping Digest QR code scan analytics recorded on spreadsheet for staff
- NJ Wildlife Tracker promotional handout created – draft shared with staff
- Stocking chart code consistency issues explored and resolved with webmaster
- 9 Dynamic QR codes created for promotional items and publications
- Great Fishing Near Me brochure changes continued; 3 QR codes created to add access
- QR code for Sedge web page
- Covered FB and IG posting for social media administrator without account access
- Logo animations modified and reformatted; shared with staff for review
- Photo reformatting for I&E staff
- QR code URL updates to reflect changed website links

Photography/Videography

- Turkey footage review and upload to shared drive
- Wood turtle footage review and upload
- White Lake WMA footage and stills review and upload to shared drive
- Eastern Tiger salamander underwater footage review and upload to shared drive
- Second Whiting WMA site visit; interview with regional superintendent
- Lizard Tail Swamp WMA footage and stills review and uploads to shared drive
- Review of photos and footage, file reduction, and shared with video producer
- Reviews and comments shared on several iterations of multiple video projects x 4
- Whiting WMA footage and stills review, and uploads to shared drive
- Contact conversation with potential volunteer staff for video/stills assistance
- Production talks with staff on upcoming video projects
- Calendar created for upcoming shoot schedule coordination
- Footage pulled from iCloud and put up to One Drive
- Total review and upload of 36 GB of footage and stills for sharing with staff

Meetings/Training

sUAS meeting

Outreach Group meetings

Shell Recycling Program video meeting

I&E subgroup meeting

Monthly flight training performed

PUBLIC INFORMATION AND DIGITAL MEDIA (Matt Hencheck)

Video Production

- *Eastern Tiger Salamander Survey video* – Filmed staff and volunteers assisting ENSP Zoologist Bill Pitts, as they conducted a night survey for tiger salamander eggs and the remaining adults in Cape May County. This survey started in late December and continued through mid-February. The video was posted to social media in early March.
- *Whiting Natural Resource Stewardship Plan video* – Filmed an interview with BLM Regional Superintendent Pete Winkler discussing the successful stewardship plan with the New Jersey Forest Fire Service and New Jersey Forestry Service. This plan helps protect wildlife, habitat, and surrounding communities in the Whiting Wildlife Management Area. This video will be posted to social media in mid-March.
- *NJDEP Commissioner tour with the Musconetcong Watershed Association* – Documented the event, providing photos of DEP Commissioner Shawn LaTourette touring the dam site along with association officials.
- *Prosperstown Lake WMA of the Month promo* – Filmed scenic landscapes and activities that the public can enjoy at Prosperstown Lake Wildlife Management Area. Each month, we focus on promoting a different wildlife management area, highlighting the landscape, habitat work and recreational activities available. This video is scheduled to be posted in April.
- *Women’s History Month video* – Edited a short video celebrating the women of NJFW to commemorate Women’s History Month. This will be an annual post. Most of the footage was compiled from the previous year’s projects in addition to newly filmed footage. This video was posted to social media in mid-March.

SOCIAL MEDIA (Katie Paey)

Facebook

The NJFW Facebook (FB) page had **49,502 followers** at the end of this reporting period.

The total reach of the NJFW Facebook page during this reporting period was 138,496 people.

A total of **23** 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, Go Fish Fridays, Deer Classic, Women's Outdoor Workshop, spring turkey permits, R3 Gallant Heart Pheasant Hunt, tax check-off, Forest Fire prescribed burn notification, Annual Trout Meeting, turkey seminars, CPO perch case, Whiting WMA of the Month, Pequest hiking program, Eastern Tiger Salamander video, Trout Season promotion, and a Pequest Introduction to Trout Fishing program.

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):

3/6 – CPO perch case – reached **40,003** people, **10,486** engagements

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

Instagram

The NJFW Instagram page had **15,600 followers** at the end of this reporting period.

The total reach of the NJFW Instagram page during this reporting period was 22,897 people.

A total of **20** Instagram posts were posted this period. Posts include photographs and video taken by staff, and graphic pieces created for promotions.

Post topics included: Go Fish Fridays, Deer Classic, spring turkey permits, R3 Gallant Heart Pheasant Hunt, tax check-off, Annual Trout Meeting, turkey seminars, CPO perch case, Whiting WMA of the Month, Pequest hiking program, Eastern Tiger Salamander video, Trout Season promotion, Pequest Introduction to Trout Fishing program

Four (4) Instagram stories were posted during this period. Topics included: employment opportunities and the Annual Trout Stocking Meeting.

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 post with the most reach this period –

3/12 – Eastern Tiger Salamander Reel – reached **12,171** people (notably 51.7% of accounts had not been following the NJFW page) with **837** interactions

3/6 – CPO perch case – reached **10,753** people with **1,741** 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 two years was created and shared with Bureau of Lands Management Superintendents and Outreach Group staff.
- WMA of the Month content was created for use on the website, GovDelivery emails and social media and shared with appropriate staff for distribution.
- A list of potential educational social media post topics was created with input from education staff. Posts will include video and photo/graphics content.
- Access to the Aspira Google Analytics account was obtained.

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.

NJFW 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 the spring and fall 2024 bear activity periods. As a result of this effort, millions of residents will be reached in their homes and on their mobile devices with bear safety information.

A kickoff meeting was held with the above marketing vendor. The firm also presented results of the FY23 marketing campaign and behavioral analysis study to the NJ Fish and Game Council at its March meeting.

The bear education and outreach PowerPoint program was presented at the NJ State Federation of Sportsmen's Clubs' annual convention.

Meetings were attended on topics including updating the website's Wildlife and Hunting hub pages and secondary pages, the Did You Know? social media campaign, and the kickoff meeting for the new Electronic Licensing System RFP.