



BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT

Al Ivany, Chief

March 16 – April 15, 2024

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

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

Staff adjusted the shooting format for the firearm range requirement within the parameters of range protocols. The students are now taking their first shot at a stationary target from a sitting position instead of standing. This allows them to learn more about firearm shooting styles, accurately representing what students may encounter in the field while deer and turkey hunting. With their typical enthusiasm, our instructors have wholeheartedly embraced the new change.

Staff hosted a total of 13 Hunter Education range sessions statewide during this report period and certified 512 firearm students and 237 bow students for a total of 749 certifications.

Staff responded to 35 requests for duplicate Hunter Education cards and received and responded to 265 emails on the general Hunter Education email address. Included in those emails were 33 requests from non-residents to upload their hunter education information from their home states to allow them permissions to purchase a hunting license in New Jersey. Also included were four rifle permit unlocks from individuals who previously completed the shotgun hunter education course before 2014 but had not completed rifle education.

A total of 38 voicemails were handled by staff. Most of the calls (32%) were in reference to our Live-Fire Range Sessions. The remaining call percentages are as follows: Other – Not Hunter Education related: 26%; Duplicate Hunter Education card requests: 16%; Miscellaneous Hunter Education related: 16%; Trapper Education: 8%; Non-Residents looking to hunt in New Jersey: 2%

Trapper Education

Staff conducted one Trapper Education course during this reporting period and graduated 70 trapper education students at the Tuckahoe Wildlife Management Area.

Miscellaneous

C. Venuti continues updating Hunter Education, R3 and other related webpages. Staff have worked together to review imaging, logos, wording, and navigation from one page to another so that our constituents can better obtain the information they seek.

J. Leskie and S. Forlenza attended two Game Code committee meetings to provide professional input on Hunter Education and safety portions of potential future Game Code changes.

The Hunter Education instructor newsletter for the north is now sent out weekly during the Hunter Education teaching season.

K. Griglak scored one white-tailed deer from Zone 7 that will be entered into the New Jersey Deer Records program. A Youth Typical Shotgun applicant scored a Gross of 118 1/8” and a Net score of 115 5/8.”

Staff represented the agency at the monthly NJ State Federation of Sportsmen’s Clubs’ Warren County Chapter meeting in April.

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

Staff contacted participants for the 2024 Women’s Mentored Turkey Hunt outlining the impressive 3-day agenda as well as the “*What to Bring*” list and other important information. Staff met with K. Bryne to discuss and finalize logistics for the upcoming workshop. Staff also met with Landis Sewerage Authority (LSA) members to pre-scout locations and update hunting maps to prepare for the scheduling of mentors and mentees.

Staff conducted an in-person Turkey Hunting and Calling seminar at the Batsto Historic Village in Burlington County during the report period. R3 staff, along with New Jersey National Wild Turkey Federation Former President Lou Gambale, conducted the seminar for 51 participants. Afterward, R3 staff and Mr. Gambale assisted participants with their calls and calling techniques. CPO A. Riviello was also present to answer any law and regulation questions that participants asked. Pre-analytics for the Batsto Seminar were as follows: 46% of participants were over the age of 50; 78% had hunted before with 52% of them hunting turkeys in the past. Post-analytics: 73% of attendees felt the information delivered allowed them to feel comfortable turkey hunting;

94% felt the information was very informative; and 100% said they would recommend this program to others.

R3 staff in partnership with Pequest Education staff conducted a second in-person Turkey Hunting and Calling seminar at the Pequest Trout Hatchery and Natural Resource Education Center in Warren County. Wildlife Biologist Bob Eriksen presented the background, history, and biology of the wild turkey along with current New Jersey National Wild Turkey Federation (NWTf) President Scott Hill and fellow members of NWTf who demonstrated hunting techniques and calling. The seminar hosted 52 participants. Pre-analytics were as follows: 46% were over age 50; 78% had hunted before with 52% of them hunting turkeys in the past. Post-analytics: 50% felt the information delivered made them feel comfortable to go out and turkey hunt; 85% felt the information was very informative and 95% said they would recommend this program to others.

Staff reached out to the Wallkill River Ducks Unlimited chapter president to see if the organization would be interested in partnering with our R3 Program for another Waterfowl Hunting Workshop at the refuge this summer. If they agree, R3 staff will handle workshop promotion, logistics and registration.

Staff worked on organizing and updating the R3 Mentor database. Staff are currently preparing emails to send out to past and present mentors to see if they would be interested in volunteering with future workshops and mentored hunts. This will also include updating past mentors about various program changes.

R3 Tuckahoe Managed Waterfowl Hunt

Staff picked up all trail markers from the paths to the blinds as well as program signage. During this visit, staff inspected most of the blinds to ensure that they are ready for the upcoming summer months. Blind maintenance included picking up floor mats, removing stray camouflage grass and securing the doors.

Staff worked on analyzing program data from the past three years and finalized notes from the previous staff meeting. Staff will meet internally to discuss future steps as well as the three-year program analysis.

R3 Miscellaneous

J. Leskie spent a considerable amount of time finalizing the R3 Hunting & Shooting 5-Year Grant narrative and upcoming operational budget during the report period.

NASP® (Joe Leskie, Craig Decker)

Staff officiated, certified and processed New Jersey NASP Virtual State Bullseye tournaments at Warren Hills Regional High School, Warren Hills Regional Middle School, Brass Castle Elementary School, Angelo L. Tomaso Elementary School, Belvidere High School, Community Park Elementary School, Ogdensburg Elementary School, Helen Morgan Elementary School,

and Sparta Middle School. The New Jersey NASP Virtual State Bullseye Tournament season concluded on March 31, 2024.

The 2024 New Jersey NASP Virtual State Bullseye Tournament results are as follows: a total of 17 schools representing 18 teams with 298 students from elementary, middle, and high school divisions competed. It is an increase from the 15 schools and 246 students that competed in the 2022-23 tournament. The top scoring teams in each division and teams with a top scoring threshold (as defined by NASP) earn the opportunity to compete at the NASP Eastern National Tournament held in Lexington, Kentucky. The top ten male and female scorers in each division also earn an opportunity to compete as individuals if their team did not make the cut.

The final results were 1st Place Elementary Division – Helen Morgan School Team #1; 1st Place Middle School Division – Oxford Central School; 1st Place High School – Warren Hills Regional High School. The Angelo L. Tomaso Elementary School, Helen Morgan Elementary School Team #2 and Harmony Township Elementary School also earned the opportunity to compete at the NASP Eastern Nationals Tournament due to their high scores exceeding the threshold. In addition, there are 18 individual student archers who earned the opportunity to compete Top Ten scorers for their division.

To summarize, this brings the total to 14 schools and 115 students representing the State of New Jersey this year at this national event. Awards are given to the top three teams in each division, top three male and female archers in each division, and the top scoring male and female New Jersey State Champions.

Staff placed orders for the various awards and sporting apparel that will be distributed to the qualifying schools associated with the New Jersey NASP Virtual State Bullseye Tournament. Currently, staff is planning distribution logistics for these awards.

Staff attended meetings with sporting goods stores Simon Peter Sport Company (Newton) and Hudson Farm (Andover) to discuss NASP rules regarding equipment used in the program and safety protocols associated with the equipment.

Staff worked with educators at the Ezra L. Nolan School in Jersey City to help them secure additional funding for the archery equipment required to start a NASP program this next school season.

Staff coordinated the scheduled Basic Archery Instructor (BAI) trainings for various schools and organizations during the month of April.

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

Sedge Island Natural Resource Education Center

Program requests continued to be received and processed for the 2024 Sedge Island season. Student applications for the *Sedge Island Field Experience* and *Sedge Island Field and Research* workshop are being received.

Staff conducted interviews for the Sedge Island college volunteer program. Six applicants were offered positions and accepted. Training is scheduled for June 2-4, 2024.

Staff attended a DEP Youth Inclusion Initiative planning meeting for Fish and Wildlife staff. Sedge Island will once again host the groups and offer clamming and kayaking programs.

Trout in the Classroom (TIC)

Online equipment lists were updated on the website to reflect current price changes and equipment changes for the upcoming year. Teachers were sent the restocking list so that they can reorder materials needed for the fall. Registration forms are being updated. Schools are planning their trout releases.

Angler R3

In preparation for the Angler R3 Plan training in June, staff collaborated with the Recreational Boating and Fishing Foundation, Wildlife Management Institute, and DJ Case and Associates to develop an anonymous survey to send to staff who will be attending the training. The survey feedback will assist in developing a final agenda.

A volunteer fishing equipment maintenance day was held on Saturday, April 1, at the Northern Region Office. Volunteers worked alongside staff to perform routine maintenance on 30 fishing rods and reels. This was the first of many opportunities for volunteers to become more involved.

A Beginner Surf Fishing Workshop for Veterans is being offered on Saturday, May 20, in partnership with Island Beach State Park. A flyer to promote the workshop was created along with an online registration form. Registration for the program filled quickly with over 42 responses.

Staff have visited multiple sites in search of suitable locations to host fishing clinics. The ideal location would have an indoor teaching space, restrooms, and a fishable body of water suitable for access with a group. Several locations have been selected including Kittatinny State Park; Hopatcong State Park; Wilson Park in Linden; Ocean County's Lake Shenandoah and/or Wells Mills; Middlesex County's Thompson Park; and the City of Northfield's Birch Grove Park. Staff are in the process of securing available dates to host a fishing clinic at each of the above-listed locations.

Governor's Surf Fishing Tournament

A committee meeting was rescheduled due to the scheduling conflicts of several members. Registrations are being received both online and through the mail. Staff continue to work on a shirt design for this year's tournament.

Other

The *Green Eggs and Sand* workshop closed with 27 educators registered. An agenda is being finalized and staff continues to update curriculum activities in preparation of going online.

Staff compiled edits of the third and fourth pass of the Marine Digest during this reporting period. Staff also provided potential cover photos to the publisher for mock-up. Staff verified permission to use the preferred photo along with obtaining photo credit information for the publisher.

The Record Fish program continues to be updated.

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

Pequest Natural Resource Education Center

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

Pequest education staff ran six programs for schools and organized groups this period for a total of 129 participants.

First Friday Flies was held for eight people who learned how to tie a 'Mickey Finn' fly.

The third *Lunch and Learn* program had six people in attendance to learn about freshwater mussels.

Nature Nurtures, a story and craft time was held for five kids, aged 3-5. They read *In a Nutshell* and made a craft using acorn caps.

The annual Pequest Turkey Seminar was held for approximately 50 people.

Pequest hosted an Opening Day of Trout Season event for veterans. Fifty-five veterans and their families attended the event. Participants enjoyed nice weather and a hot breakfast thanks to donations from Summit Elks Lodge 1246 and Bagelsmith Food Store Deli & Pizzeria in Belvidere.

Pequest also hosted another *Senior Fishing Rodeo* with 29 people in attendance. This fishing program provides adults aged 65 and older with safe and easy access to the water.

The Office of Management and Budget had a staff meeting at Pequest. Staff were given the

opportunity to fish the education pond.

NJ DEP Watershed Ambassadors held a training at Pequest, including time spent fishing at the education pond.

Hunter Education hosted a class at Pequest.

Staff continue to work on Pequest exhibits. A meeting was set up for May with the Gecko Group to review plans and modifications needed to reflect the space available in the current building.

Mobile Education Trailer (MET)

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

Hooked on Fishing - Not on Drugs (HOFNOD) Program

Team Leader Training is scheduled at the Lighthouse Center for Environmental Education in Waretown, April 21-23. There are 16 participants registered. The agenda is being finalized and materials are being prepared for the weekend training.

The Youth Fishing Challenge is June 3-4 with 31 host sites. Materials and event kits are ready for host locations to pick up. Three pick-up locations and dates have been selected in northern, central, and southern regions of the state.

The Trenton Fishing Derby will be held as part of the Youth Fishing Challenge (YFC) this year on June 3. Staff continue to work with the City of Trenton to plan and coordinate a hands-on introduction to fishing event for families who may also participate in the YFC. Prior to the event, a special training will be held on April 29 for city and park recreation staff to better prepare them to assist the children fishing.

Staff attended a meeting with the Belvidere Environmental Commission's Hooked on Fishing Team *Keepin' It Reel*. Staff presented a fish anatomy and dissection lesson with youth participants.

WEBSITE ACTIVITY (Doug Rizio)

New and Updated Pages, Images, and Documents

Five (5) news updates were posted in March.

Four (4) job openings were also published; three (3) were deleted after their closing dates.

Two (2) new pages were created as well; while six (6) 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, thirty-one (31) event posts were updated or edited during the report period.

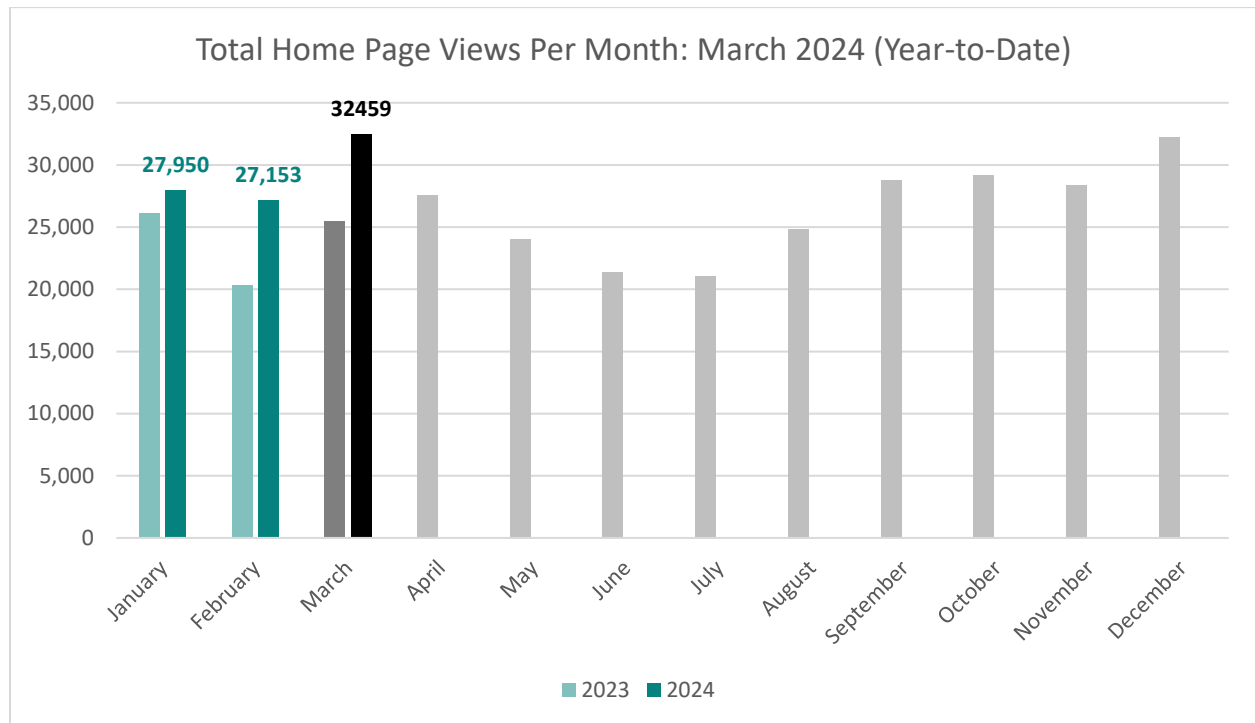
Approximately seventy-two (72) pages were revised/updated throughout this duration.

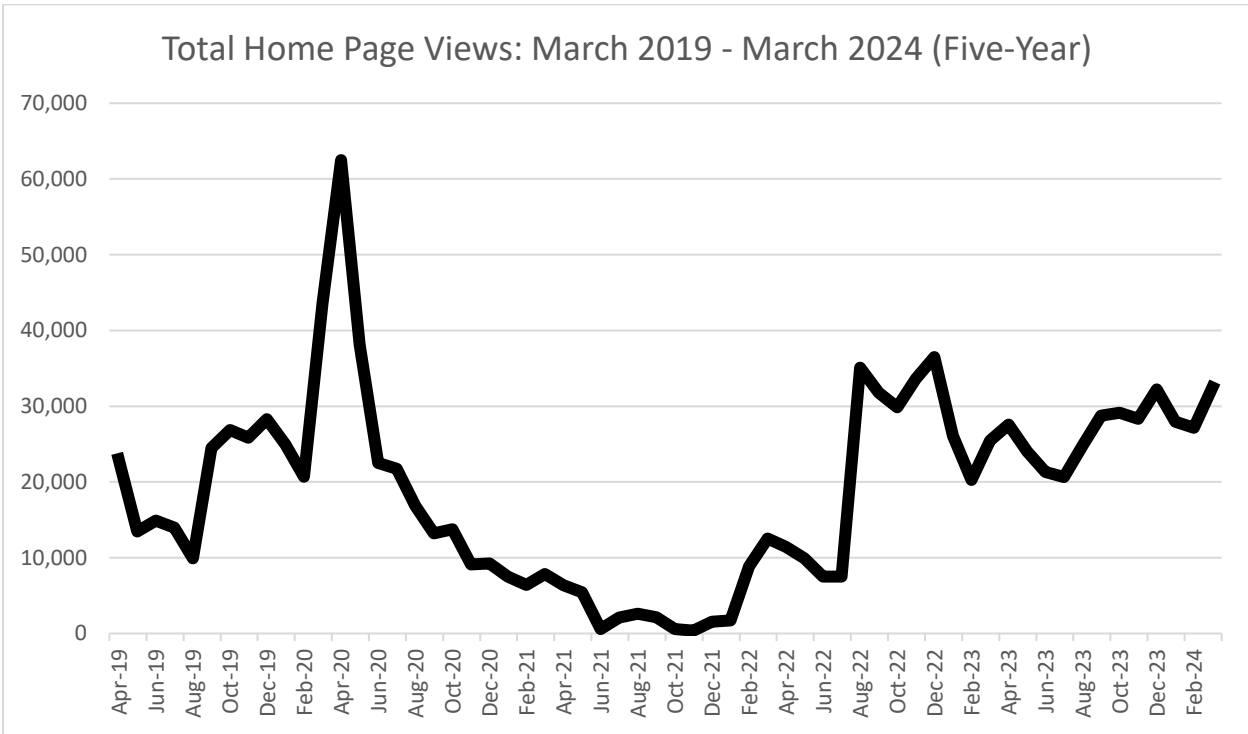
Approximately sixty-nine (69) documents were edited in or converted to PDF or DOC format. These included: Bureau Reports (9) in one .zip file; Meeting Documents (18) in two .zip files; Minutes/Notices/Agendas (7); Job Descriptions (4); and others (31).

Fifty-three (53) images and three (3) videos were also edited and posted.

Analytics – Home Page

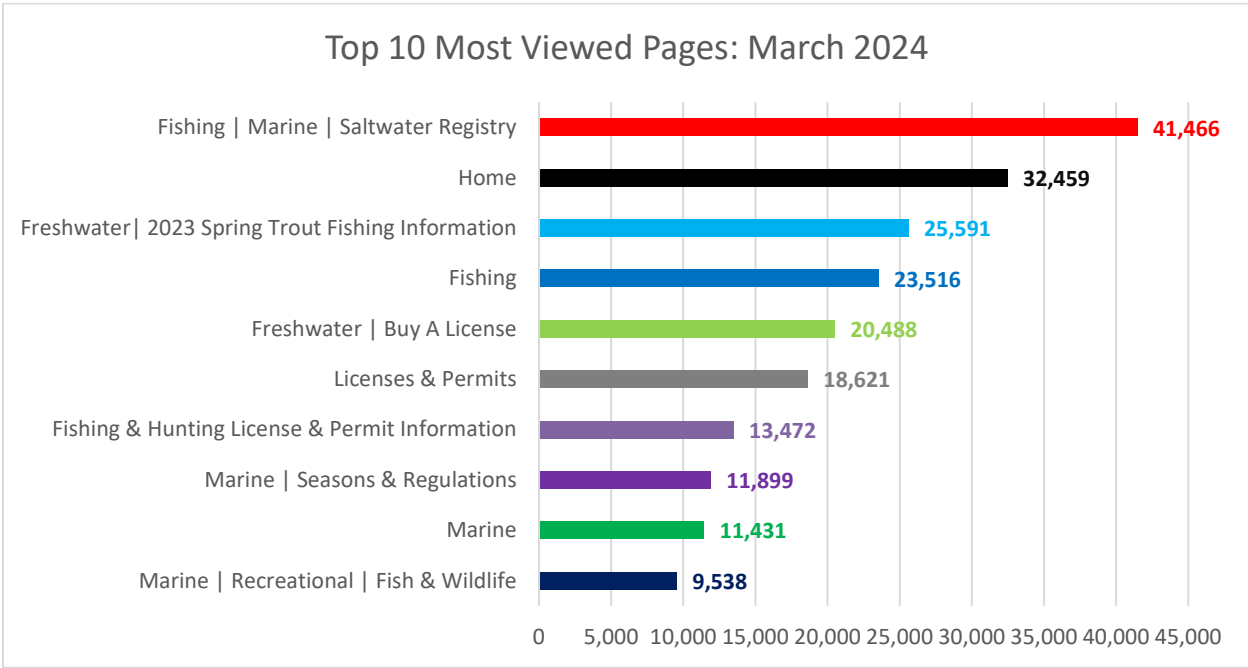
The number of views on the home page March was 32,459; an average of about 1,048 views per day. It is an increase of 5,306 views from the previous month of February (27,153) and an increase of 6,983 views from the March of the previous year (25,476).



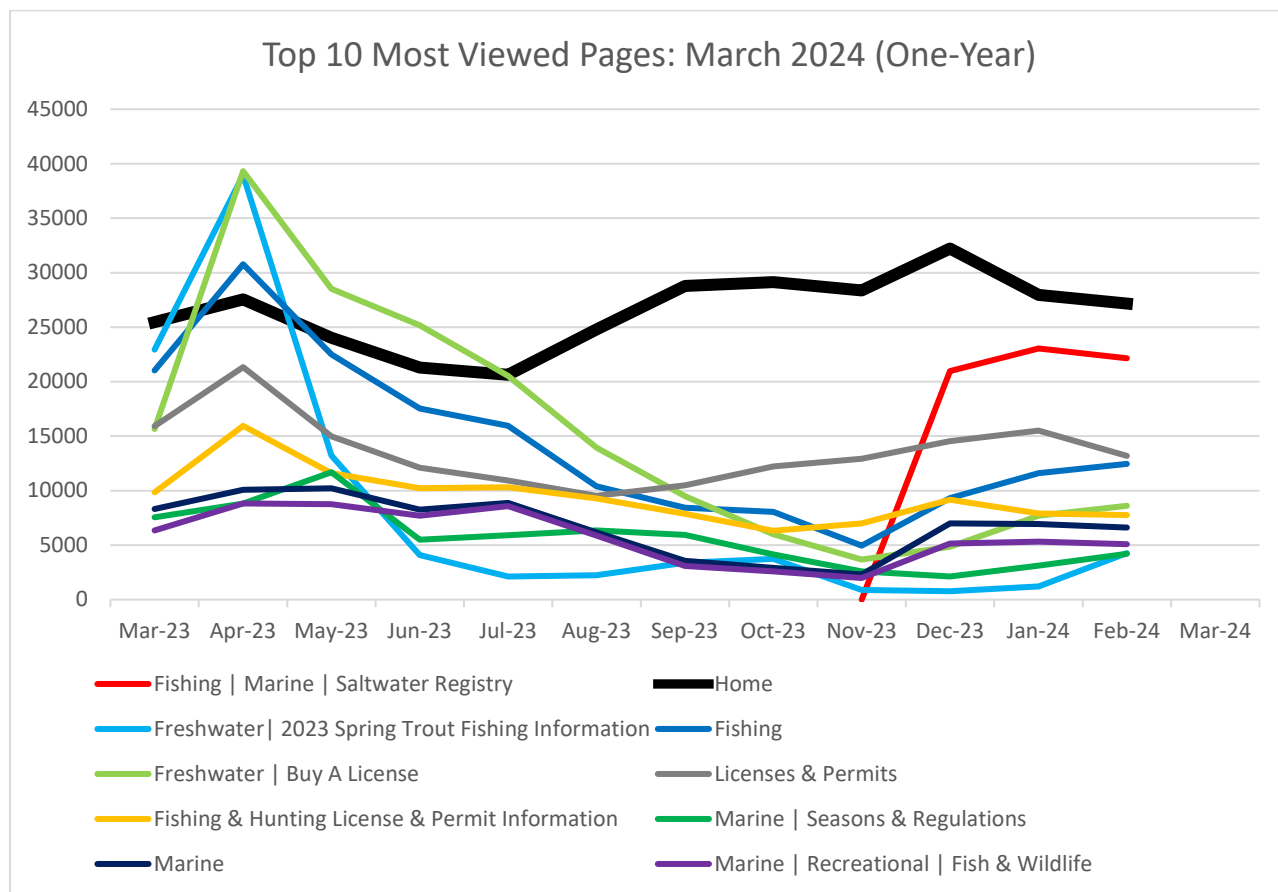


Analytics

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



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



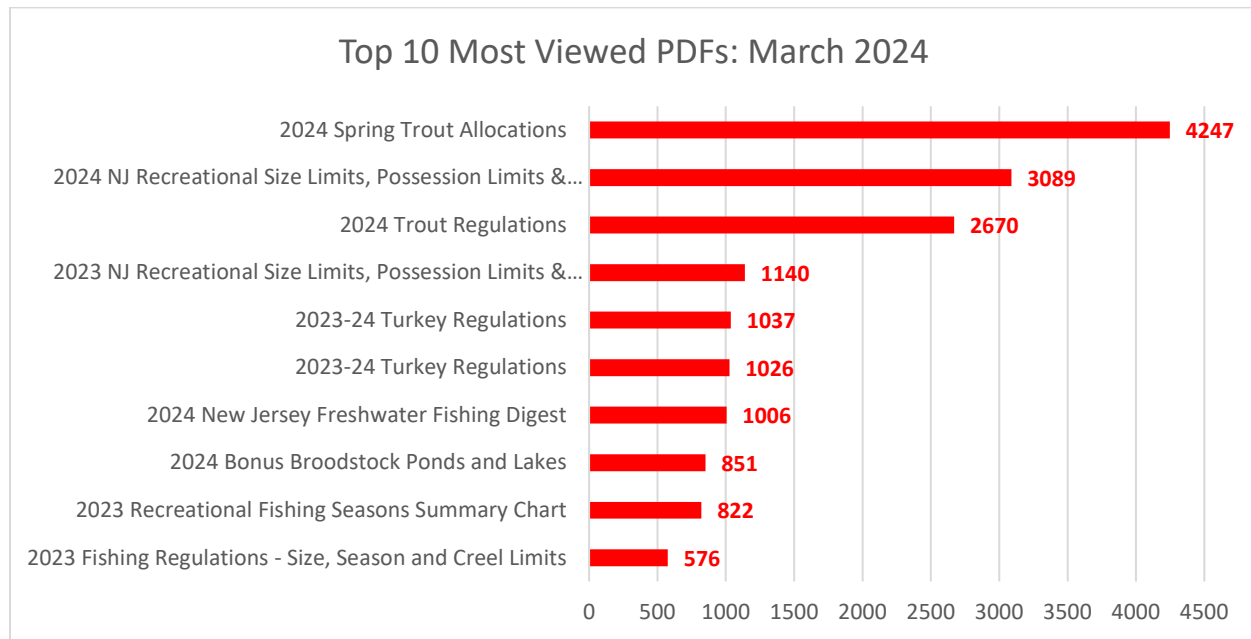
Rank	Page Name	Views
1	Fishing Marine Saltwater Registry	41,466
2	Home	32,459
3	Freshwater 2023 Spring Trout Fishing Information	25,591
4	Fishing	23,516
5	Freshwater Buy A License	20,488
6	Licenses & Permits	18,621
7	Fishing & Hunting License & Permit Information	13,472
8	Marine Seasons & Regulations	11,899
9	Marine	11,431
10	Marine Recreational Fish & Wildlife	9,538

Other popular pages on the website were:

Rank	Page Name	Views
11	Hunting Buy A License	9,433
12	Hunting	9,277
13	Freshwater	8,138
14	Freshwater Trout Fishing Information	5,843
15	Hunting Hunter Education	5,461

16	License Agents	5,156
17	Hunting Seasons & Regulations	4,993
18	Freshwater Fishing Access Locations on Trout Waters - County Listing	4,775
19	Marine Striped Bass Bonus Program	4,514
20	Freshwater Places to Fish - Ponds, Lakes, and Reservoirs	4311

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	2024 Spring Trout Allocations	4247
2	2024 NJ Recreational Size Limits, Possession Limits & Seasons	3089
3	2024 Trout Regulations	2670
4	2023 NJ Recreational Size Limits, Possession Limits & Seasons	1140
5	2023-24 Turkey Regulations	1037
6	2023-24 Turkey Regulations	1026
7	2024 New Jersey Freshwater Fishing Digest	1006
8	2024 Bonus Broodstock Ponds and Lakes	851
9	2023 Recreational Fishing Seasons Summary Chart	822
10	2023 Fishing Regulations - Size, Season and Creel Limits	576

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

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. Turkey Permit Pickup Deadline is Wednesday & OTC Sales Begin Monday (3/18/24)
2. Prescribed Burn at Black River Wildlife Management Area (3/18/24)
3. Your Survey Participation is Needed! (NJ Harvest Survey) (3/19/24)
4. Black River WMA Paving Next Week - Prepare for Closures (3/21/24)
5. Turkey Permits On Sale Monday at 10 a.m. (3/22/24)
6. Wildcat Ridge WMA Parking Lot Closure (3/25/24)
7. Your Opinion is Needed! (SWAP comments) (3/27/24)
8. Preseason Trout Stocking Continues (3/28/24)
9. Spring Tradition Gets Underway With Opening Day of Trout Season On Saturday, April 6 (4/1/24)
10. Round Valley Warning Light System Not Functioning (4/3/24)
11. Official Trout Season Opens Tomorrow at 8 a.m.! (4/5/24)
12. Attention NJ Deer Hunters – We Need Your Input (4/8/24)
13. Support Prospertown Lake WMA (4/10/24)

GovDelivery List numbers To Date

	4/1/2024
Freshwater Fishing	63778
Hunting	44281
Marine Fishing	59968
Wildlife	41921
Education	36849
Endangered Species	33000
Shellfish	39481
Outdoors	46509
Sparta Mt.	28478
CHANJ	32915
Marine CARES Act Information	17308
Marine Fisheries Grant and Assistance Information	4496
Total	448984

Responses to the Public Email Address

Approximately 164 emails were submitted 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

Applications are already coming in for the 2025 Deer Classic. To date, there are 11 applications.

Marine Digest

Received the fourth pass of the digest back from the publisher on March 18, 2024, and immediately sent it to Marine Fisheries staff with a due date of March 27, 2024.

Received the fourth pass edits back from Marine Fisheries staff on March 26, 2024, reviewed all edits and uploaded the pass back to the publisher on March 27, 2024.

Received the fifth pass of the digest back from the publisher on April 2, 2024, and immediately sent it to Marine Fisheries staff with a due date of April 10, 2024.

Received the fifth pass edits back from Marine Fisheries staff on April 8, 2024, reviewed all edits and uploaded them to the publisher on the same day.

Received the last pass of the digest back from the publisher on April 15, 2024, and immediately sent it to Marine Fisheries staff with a due date of April 17, 2024. Marine Fisheries sent it back the same day with no edits and the digest was approved for printing.

Hunting and Trapping Digest

Received the first pass of the digest back from the publisher on March 18, 2024, and immediately sent it to Wildlife, Lands, Law, Licensing and Hunter Education staff with a due date for edits of April 1, 2024.

Received the first pass edits back from bureau staff on April 2, 2024, reviewed and uploaded them to the publisher on April 3, 2024.

Wildlife Conservation Corps

The Wildlife Conservation Corps now has 4,770 members.

No volunteer opportunities were sent during this reporting period.

Other

Filed all Bureau of Information and Education inventory with the Bureau of Business Administration.

Attended a meeting with representatives from ASPIRA regarding their new marketing email system.

Attended a committee meeting for the upcoming Governor's Surf Fishing Tournament.

Attended a meeting with I&E and ENSP staff as well as DEP Communications, and Community Investment & Economic Revitalization regarding an outreach strategy for the CHANJ/Land Acquisition Campaign.

Attended a meeting with ENSP staff to brainstorm outreach efforts for National Endangered Species Day.

Attended Opening Day of Trout Season at Pequest where we hosted 57 veterans and their families.

WILDLIFE INFORMATION – INTERNAL COMMUNICATION (Kathy Porutski)

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

NOV Postings (2) - NJFW (Wildlife Worker - Freshwater Fisheries)
Phones Down @ Pequest
Conservation Police Officer Internship Opportunity for College Students
Pequest Phones Operating Normally
March Bureau Reports
NOV Posting - NJFW (Fisheries Technician)
Viewing Arrangements for Former BLE Deputy Chief Ed Markowski
NOV Postings - NJFW (3)

Biologist Trainee
Wildlife Worker
Agency Services Representative Trainee

Also, during this reporting period: the Bureau of Information and Education's Monthly Report for March was compiled and edited; and an employee message from several years ago containing directions for updating email signatures was recovered and forwarded to Chief Ivany.

PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)

Publications/Graphics

- Species illustrations created for porcupine and barn owl
- *Great Fishing Near Me* brochure changes completed; draft out for review
- Logo modifications for signage, monochrome and retrace vectors
- Meadow and tree vector art from aerial imagery
- Marine Resources Administration business cards created and sent for review
- New draft for NJ Wildlife Tracker 4x6 card and layout for habitat illustrations
- 4 Dynamic QR codes created for promotional items and publications
- Changes made to CHANJ project 4x6 promotional card; second draft out for review
- WHS Program sticker proof approved in Trenton for production
- Photo reformatting for I&E staff
- QR code URL updates made to reflect changed website links

Photography/Videography

- Black River WMA prescribed burn documented with Forest Fire Service
- Aerial footage approvals and documentation on Black River WMA
- Opening Day of Trout Season documented at Pequest and along the D&R canal
- Pequest underwater footage taken; support for *Fishing Tips* shoot provided
- Land Management video project request language finalized and shared with staff
- Opening Day of Trout fishing footage and stills reviewed and uploaded to shared drive
- Turtle Crossing PSA filmed with video producer and ENSP staff
- Still photograph folders created and shared with staff and outside partner agencies
- Review and upload Pequest footage - shared with video producer
- Whiting WMA footage and stills reviewed; uploaded to shared drive
- Communication with WCC volunteer for statewide documentation support
- Production talks with staff on upcoming video projects
- Footage pulled from iCloud and put up to One Drive
- Total review and upload of 12 GB of footage and stills shared with video producer and staff

Meetings/Training

sUAS meeting

Outreach Group meetings

Meeting with DEP on volunteer liability

Monthly flight training

PUBLIC INFORMATION AND DIGITAL MEDIA (Matt Hencheck)

Video Production

- *Opening Day of Trout Season* – Filmed and photographed attendees fishing at the Pequest Education Pond for Opening Day of Trout Season. In addition, we traveled along waterways and filmed members of the public fishing at different locations, including Round Valley Reservoir, the D&R Canal, and several streams.
- *Wood Turtle Survey video* – Filmed wood turtle surveys with ENSP Zoologist Brian Zarate and volunteers as they conducted their research. During the surveys, staff collected data from each turtle and affixed a tracking device on the outer shell to collect additional information on this critically important endangered species. This video was posted to social media in late March.
- *Turtle Crossing PSA* – NJFW’s Bureau of Information and Education recently discussed adding humor to some of the video content, while still retaining the overall professional message. We filmed and edited a PSA on finding turtles crossing the road and how to safely move them without endangering yourself, the specimens, and/or others in the vicinity. This video was posted to social media in early April.
- *Bald Eagle Banding* – Filmed ENSP Bureau Chief Kathy Clark along with Fish and Wildlife staff and volunteers from Duke Farms as they banded eagle chicks. Staff assisted in taking samples, measurements, and banding of each chick before safely placing it back in the nest (which Duke Farms has hooked up to a live video feed). The production is currently being edited and should be posted to social media in late April.

SOCIAL MEDIA (Katie Paey)

Facebook

The NJFW Facebook (FB) page had **49,842 followers** at the end of this reporting period.

The total organic reach of the NJFW Facebook page during this reporting period was 199,064 people.

28 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, CPO Swearing In, *Why We Toss Trout* reel, turkey permit claim deadline, ENSP tax check-off, Women's History Month video, CPO Internship, Whiting WMA stewardship plan video, American mink, turkey permit over the counter sale, fluke and porgy regulations, State Wildlife Action Plan public comment period, trout stocking reel, Governor's Surf Fishing Tournament promotions, Pequest operating hours, wood turtle survey video, Prospertown Lake WMA of the Month, trout season promotion, and Youth Turkey Hunt day.

Posts with the most reach and engagement this period – **Reach** is the number of unique people who have seen content associated with our Facebook page. **Engagement** is post clicks, likes, comments and shares (any action someone takes on the page or post):

3/18 – *Why We Toss Trout* reel – reached **74,499** people, **753** engagements

3/16 – CPO Swearing In – reached **35,178** people, **1,203** engagements

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

Instagram

The NJFW Instagram page had **16,513 followers** at the end of this reporting period.

The total organic reach of the NJFW Instagram page during this reporting period was 117,076 people.

23 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, CPO Swearing In, *Why We Toss Trout* reel, turkey permit claim deadline, ENSP tax check-off, Women's History Month video, CPO Internship, Whiting WMA stewardship plan video, American mink, turkey permit over the counter sale, trout stocking reel, Governor's Surf Fishing Tournament promotions, Pequest operating hours, wood turtle survey video, Prospertown Lake WMA of the Month, trout season promotion, and Youth Turkey Hunt day.

5 Instagram stories were posted this period. Topics included: employment opportunities and Round Valley light system status.

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 –

3/18 – *Why We Toss Trout* reel – reached **121,273** people (notably 93.7% of accounts reached were not following the NJFW page) with **3,532** interactions. The page gained 704 followers from this reel.

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.
- WMA of the Month content was created for use on the website, GovDelivery emails and social media, and shared with appropriate staff for distribution.
- An Association for Conservation Information award entry was submitted. The 50th Anniversary of the Endangered and Nongame Species Conservation Act campaign was entered into the Best Social Media Campaign category.

OUTREACH (Michelle Smith)

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 began on March 25 and peak marketing will coincide with the 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.

Resumes were reviewed to determine candidates to interview for the bear outreach program's program specialist trainee position.

Bulk quantities of bear outreach materials were delivered to Morristown Animal Control for distribution.

A meeting was attended on DEP's CHANJ and Land Acquisition campaign.