



BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT

Al Ivany, Chief

April 16 – May 15, 2024

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

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

Staff hosted a total of 19 hunter education courses during the report period (11 firearm and 8 archery). A total of 531 individuals were certified, resulting in 383 firearms and 148 archery students. Data was compiled comparing last year's numbers to those from this year. At this point in time, the same number of sessions have been held as last year, but there are increases in the numbers of bow and firearm students. This trend will hopefully continue for the rest of the spring and fall.

Staff are finalizing an electronic questionnaire for instructors to confirm that policies are understood and for staff to recognize any topics that may be confusing to them.

Staff fielded 41 voicemails during the reporting period. The highest percentage of calls were in relation to duplicate Hunter Education card requests. Many hunters were making these requests because of Iowa's application requirements for a recent lottery. Hunters stated that Iowa would not accept a New Jersey license as proof of Hunter Education, and they were required to provide an actual Hunter Education card.

Voicemail percentages for the reporting period are as follows: Duplicate Hunter Education card requests: 29%, Live Fire Range Session Information: 24%, Miscellaneous Hunter Education calls: 20%, Calls not related to Hunter Education: 15%, Non-Residents requesting permission to purchase hunting licenses in New Jersey: 7% and Trapper Education calls: 5%.

Staff fielded 198 emails during this reporting period. Included in those emails were 14 requests from non-resident hunters who were planning to hunt in New Jersey and 4 requests from hunters to unlock their rifle/muzzleloader hunting privileges. Forty requests for duplicate Hunter Education cards were processed by staff. Eleven were unable to be located despite several thorough searches. This is usually a result related to year of completion. Twenty-nine of the requests were located totaling 49 disciplines.

Trapper Education

Staff conducted one trapper education class at the Hackettstown Fish Hatchery in Warren County during the report period and graduated 33 new trapper education students. This two-day class continues to get praise from the students who attend.

Miscellaneous

Staff participated in the R3 Program's annual mentored women's turkey hunt by conducting the range portion of the event where participants learned about proper shooting form from a seated position and how to properly pattern their firearm before the season. S. Forlenza participated as a mentor.

J. Leskie completed the Hunter Education 5-Year Grant narrative and budget and approved the necessary documentation so that the U.S. Fish and Wildlife Service could then process the information.

Staff attended several Fish and Game Council/Game Committee meetings during the report period, working on various proposals to the upcoming Game Code.

Staff reviewed the third draft of the Hunting and Trapping Digest and forwarded edits and comments to L. DiPiano for updates.

K. Griglak represented Fish and Wildlife at the monthly Warren County Federation meeting.

A social media post was created and posted during the report period to remind New Jersey residents that Hunter Education courses are open and available for registration up until the middle of June.

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

Staff contacted seven participants for the 2024 R3 Women's Mentored Turkey Hunt outlining the 3-day agenda as well as the "What to Bring" list. Staff met with Landis Sewerage Authority (LSA) members to pre-scout locations and update hunting maps to prepare for scheduling mentors and mentees for this very popular workshop.

The R3 Hunting and Shooting Program conducted the 4th annual Women's Mentored Turkey Hunt for four women April 28 – April 30, 2024. This event was made possible through

partnerships with representatives from the Landis Sewerage Authority in Vineland who provided hunting access to their property, Good Sports Gunning Club in Millville who allowed the use of their club for range sessions and pre-hunt programming, Parvin State Park for lodging in their cabins, and R3 mentors from NJ Fish & Wildlife, as well as the National Wild Turkey Federation. All participants learned about shotgun patterning, turkey calling, scouting, planning and equipment before heading into the woods. Even though it was unseasonably warm during the hunt, one turkey was harvested during the program. All participants heard gobbles and had incredible experiences, leaving with great stories to share. Staff spent a considerable amount of time on logistics and organizing the event, including purchasing equipment and preparing food as well as mentoring participants for two days of turkey hunting.

R3 Tuckahoe Managed Waterfowl Hunt

Program analysis for the 2023 season has begun with early indications that it was successful and well received by the constituents surveyed.

R3 Miscellaneous

C. Venuti worked on the upcoming spring 2024 R3 Newsletter. Topics include Review of the Women's Mentored Turkey Workshop, two Talkin' Turkey seminars held in March, request for those interested in becoming R3 program mentors, announcement on the new R3 webpages, announcement on potential upcoming waterfowl seminars, sharing of the 2023-24 preliminary deer harvest numbers, a turkey recipe, history of turkey calls, and more. The newsletter is due out in late May.

T. Woolley attended a Hunters Helping the Hungry Meeting to discuss continuing our partnership on three butchering workshops. Two of the three workshops will take place in the south during September. The southern locations will include Buck Stop Butchers and Bringhurst Meats. The third butchering workshop will take place up north at Growmark Fertilizer. The R3 program will be responsible for the promotion, registration and point of contact for all three of the workshops.

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

Staff have completed final requests on six webpage updates for the R3 and Hunter Education pages. Minor changes will continue to be made and updated. The following pages have received updates: R3 - main page, Tuckahoe Managed Waterfowl Hunt, Hunter Education – main page, live fire range session, and Trapper Education.

NASP® (Joe Leskie, Craig Decker)

Staff received, sorted, and delivered all tournament awards and apparel to schools that participated in the NJ NASP Virtual State Bullseye Tournament, well in advance of the any schools participating in the NASP Eastern Nationals scheduled for May 9-11. State Tournament

apparel is often proudly worn by the teams/students that qualified for and attend the NASP Eastern Nationals.

Staff prepared and distributed an announcement on the New Jersey school results of the 2024 NASP Eastern Nationals for both Bullseye and IBO 3-D tournaments to all New Jersey certified Basic Archery Instructors (BAI). Attachments with result details were included for both tournaments. This year, New Jersey was represented by 14 schools/113 students for the Bullseye Tournament and 8 schools/124 students for the NASP/IBO 3-D Tournament. A record number of over 15,000 students from 31 states attended this year's competition and New Jersey was well represented by incredible students!

Staff taught the following NASP Basic Archery Instructor (BAI) Certification classes: Sparta Middle School – 6 teachers trained and passed; Ocean County Parks & Recreation – 6 volunteers trained and passed; and Lincoln Park Archers – 4 Volunteers trained and passed. This brings the total number of participants receiving BAI certification for the 2023-24 school season to 56.

Staff worked with and established Halsted Middle School as a NJ NASP registered school. The school has two teachers that are currently registered for an upcoming Basic Archery Instructor (BAI) certification class. They plan on starting the program in the next school session.

Staff is coordinating the scheduling of Basic Archery Instructor (BAI) certification classes for various schools and organizations during the month of June.

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

Sedge Island Natural Resource Education Center

Floors were refinished in the main rooms and hallways of the Sedge House. Staff continue to get the facility ready for the season.

Trout in the Classroom (TIC)

Fall registration has opened for the program.

Angler R3

Two *Let's Go Fishing* (LGF) workshops were held during this reporting period. The first was held on April 19, at Laurel Acres Park in Mount Laurel Township (Burlington County) for ten adult participants. The second workshop was held on May 9, at Batsto Village in Hammonton (Burlington County) for eight adults. Of these 18 participants, more than half (55%) indicated when registering that they *“used to fish and would like to get back into it”* while the remaining 28% indicated they were a *“new/inexperienced angler”* and 17% indicated they were an occasional angler *“some years I fish, others I do not.”* Individuals stated that primary reasons for learning to fish were *“to build skills and confidence”* (28%) or *“to spend time with friends and*

family” (22%). Workshop evaluations indicated that 89% of participants were ready to fish on their own, while the remaining 11% said they were comfortable going with friends.

Upcoming *Let’s Go Fishing* Workshops are being planned for Ocean County Park in Lakewood on June 18; Willingboro Lakes County Park in Burlington County on June 23; and at Thompson Park in Middlesex County on July 12.

A Military Veteran’s Beginner Surf Fishing Workshop is being planned for Saturday, May 18, at Island Beach State Park with veterans being offered an opportunity to fish in the Governor’s Surf Fishing Tournament.

Governor’s Surf Fishing Tournament

The Governor’s Surf Fishing Tournament is scheduled for May 19 at Island Beach State Park. Staff were busy this month getting pre-registration materials out to participants as well as schools that registered for the High School Team Category. Staff also worked with the head judge to make sure judges’ packets had the correct information and enough measuring cards for the tournament. Shirts and hats (for the judges) were finalized and ordered.

Education

Staff exhibited at the following events:

- April 17 - Barnegat Bay Educators Roundtable, Lighthouse Natural Resource Education Center
- April 20 – New Providence Green Fair
- April 21 – Bradley Beach Green Fair
- April 22 – Long Branch Earth Day Fair
- April 25 –Toms River Green Fair
- April 27 – Little Egg Harbor Resource Fair
- May 11– Ridgefield Park Earth Day Celebration

Staff presented Climate Change Education workshop to 15 teachers on May 9, at Save Barnegat Bay’s EcoCenter.

NJ Envirothon was held at Big Brook Park in Marlboro Township with 18 school teams participating. Staff was on hand to assist with the event.

The Climate Change Education Symposium was attended at Kean University.

Staff spent time reviewing NJIT/Sustainable Jersey Climate Challenge middle school applications and met with colleagues to finalize the top three choices.

Other

Seven email messages were drafted and sent to various e-mail lists promoting education programs and workshops.

Staff assisted the Bureau of Freshwater Fisheries with their May 2 and May 16 Freshwater Fisheries Forums.

Staff assisted as a mentor for the Women's Mentored Turkey hunt.

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

Pequest Natural Resource Education Center

Group programs continue with May being completely full. During this reporting period, 12 school groups with 255 students took part in a program. Programs included Trout Habitat Hike and Fishing Basics (25), Tour (15), Tour and Trout Habitat Hike (16), Tour and Fishing Basics (112) and Fishing Basics (87).

Seven public programs were offered with 45 people participating. Programs included: Women's Fly-Casting Basics, Fly Casting Basics, Intro to NJ Trout Fishing, Intermediate Fly Casting, Let's Go Fishing, Intro to Fly Fishing Bootcamp, and Night Hike. No shows continue to be an issue with these programs.

The facility was used by several groups to conduct their own programs, including two Hunter Education classes, one Sisters Afield workshop, one Hooked on Fishing (HOF) Team meeting and one HOF Teen Anglers gathering.

The fishing education pond was also treated during this period.

An onsite meeting was attended with DEP construction staff to review the new exhibits.

Mobile Education Trailer (MET)

The trailer was at the Wild Earth Fest at Trailside Nature Center in Mountainside. A total of 707 people went through the trailer during that event.

Hooked on Fishing - Not on Drugs (HOFNOD) Program

Staff hosted the Belleville High School HOFNOD Team April 24 at the Pequest Trout Hatchery & Natural Resource Education Center for a day of fishing. Twenty-six students and five adults participated in catching and releasing numerous trout.

Staff held a Hooked on Fishing Team Leader Training April 26-28, at Fairview Lake YMCA in Stillwater. Nine participants attended from as far away as Cape May County. Out of these attendees, two existing teams acquired leadership assistance; and potentially three new teams were formed.

Staff are set for this year's 9th Annual Youth Fishing Challenge scheduled for June 1 (Free Fishing Day) and Sunday, June 2. To date, there are 39 host sites (about 10 are new locations) and more than 1,800 youth participants are anticipated statewide. Host site locations have all picked up their supplies for the event.

Staff hosted a one-day Sisters Afield event entitled *Hook & Cook* at the Pequest Trout Hatchery & Natural Resource Education Center on April 20. Six families participated (14 participants in total). Students learned about freshwater fishing equipment, trout fishing on a pond, and how to fillet their catches.

WEBSITE ACTIVITY (Doug Rizio)

New and Updated Pages, Images, and Documents

Six (6) news updates were posted in April.

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

Three (3) new pages were created as well; while two (2) more pages were deleted or consolidated into other pages.

Additionally, forty-three (43) event posts were updated or edited during the report period.

Approximately forty-four (44) pages were revised/updated throughout this duration.

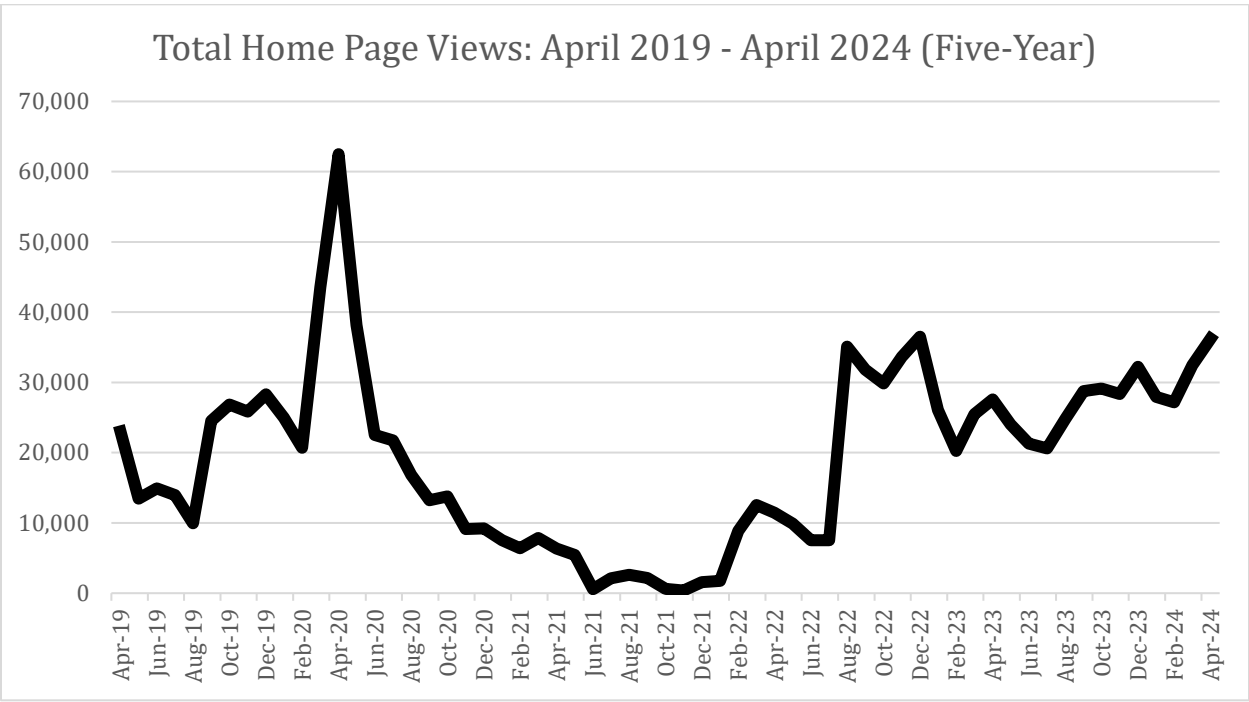
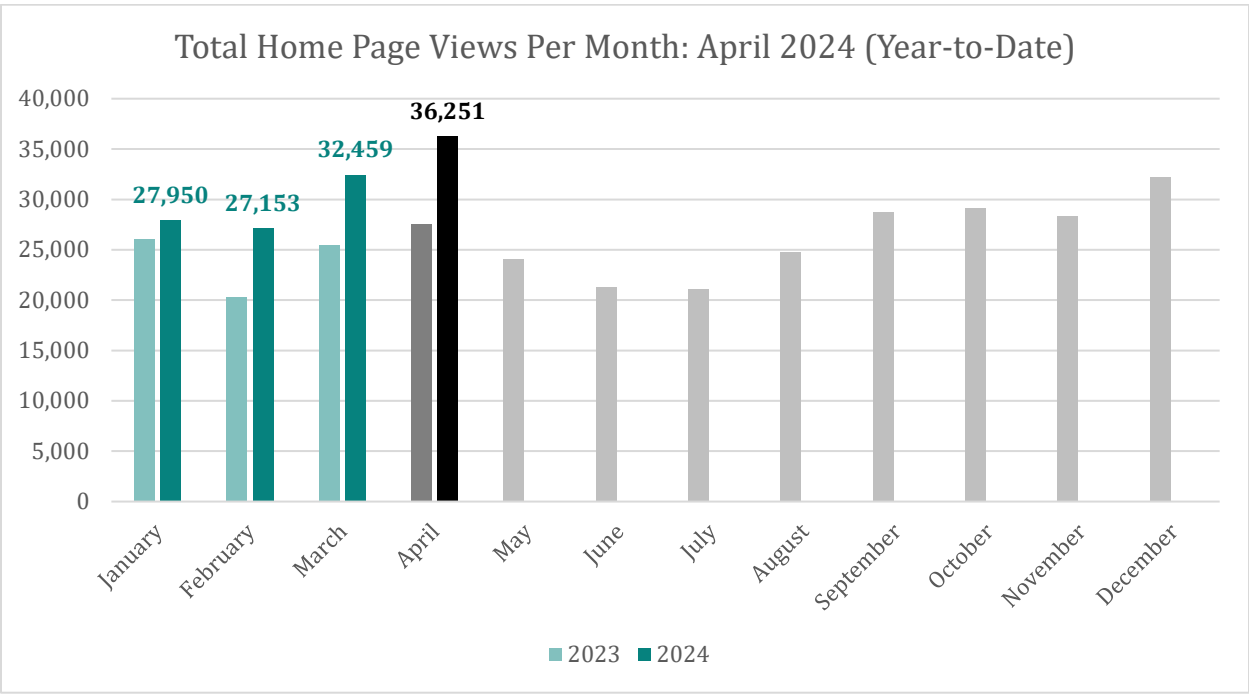
Approximately forty-one (41) documents were edited in or converted to PDF or DOC format.

These included: Bureau Reports (9) in one .zip file; Meeting Documents (1) in one .zip file; Minutes/Notices/Agendas (2); Job Descriptions (4); and others (25).

Forty-four (44) images and one (1) video were also edited and posted.

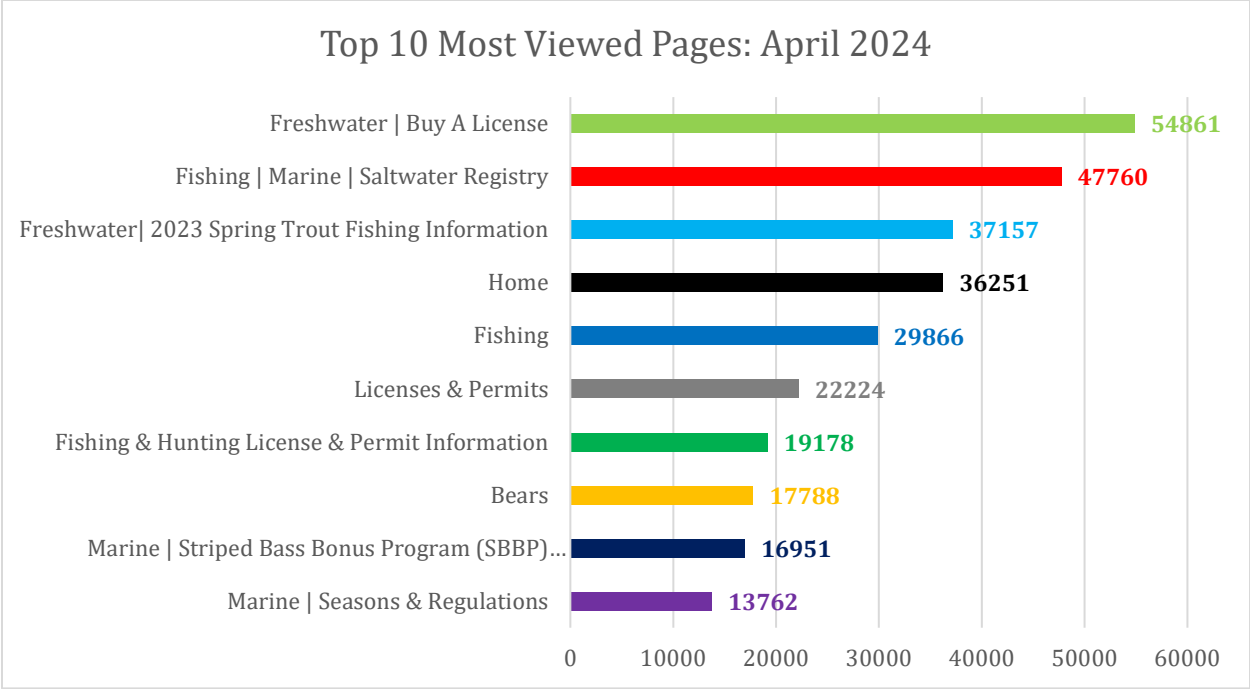
Analytics – Home Page

The number of views on the home page April was 36,251; an average of about 1209 views per day. It is an increase of 3,792 views from the previous month of March (32,459) and a decrease of 8,668 views from the April of the previous year (27,583).

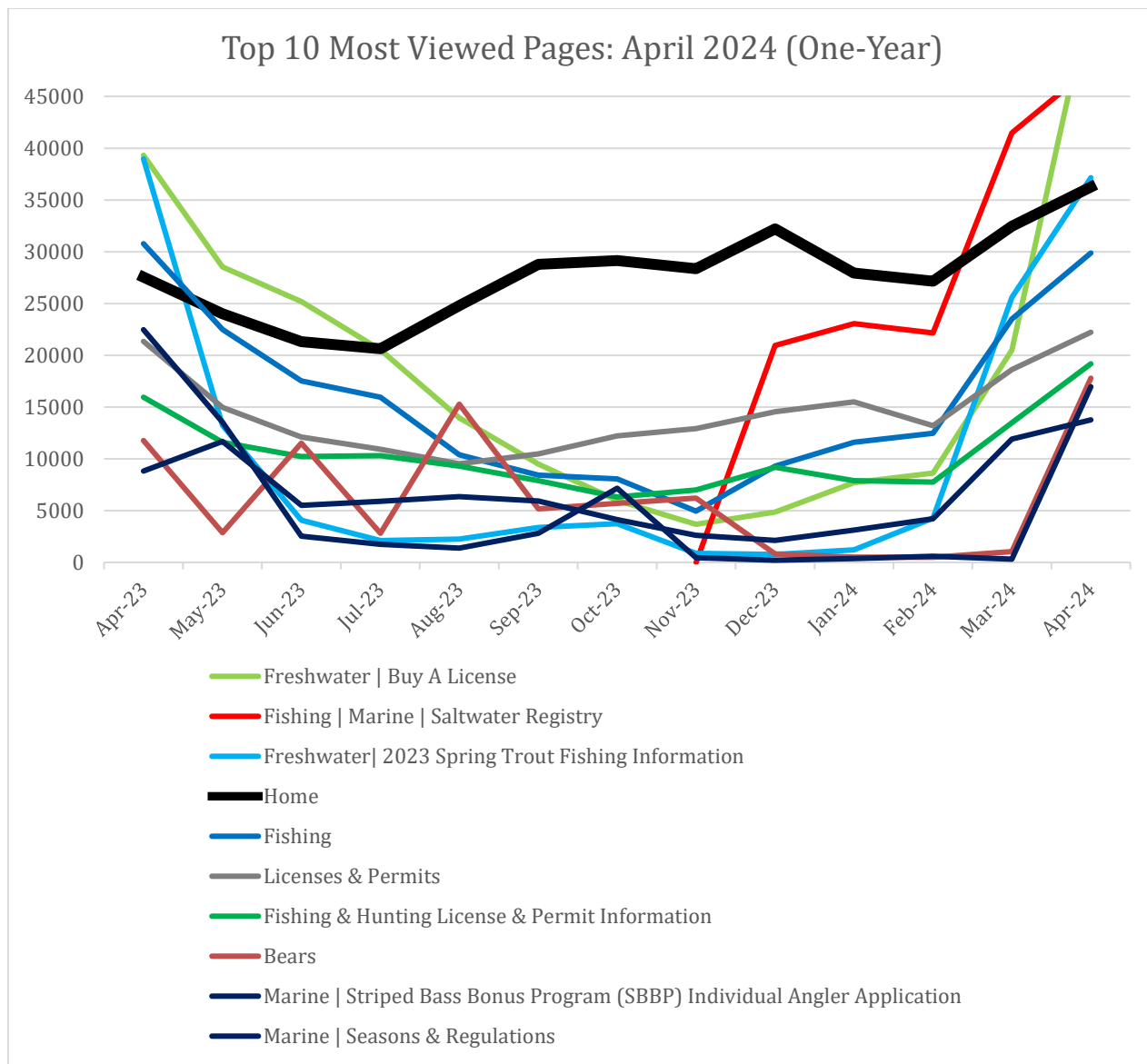


Analytics

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



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



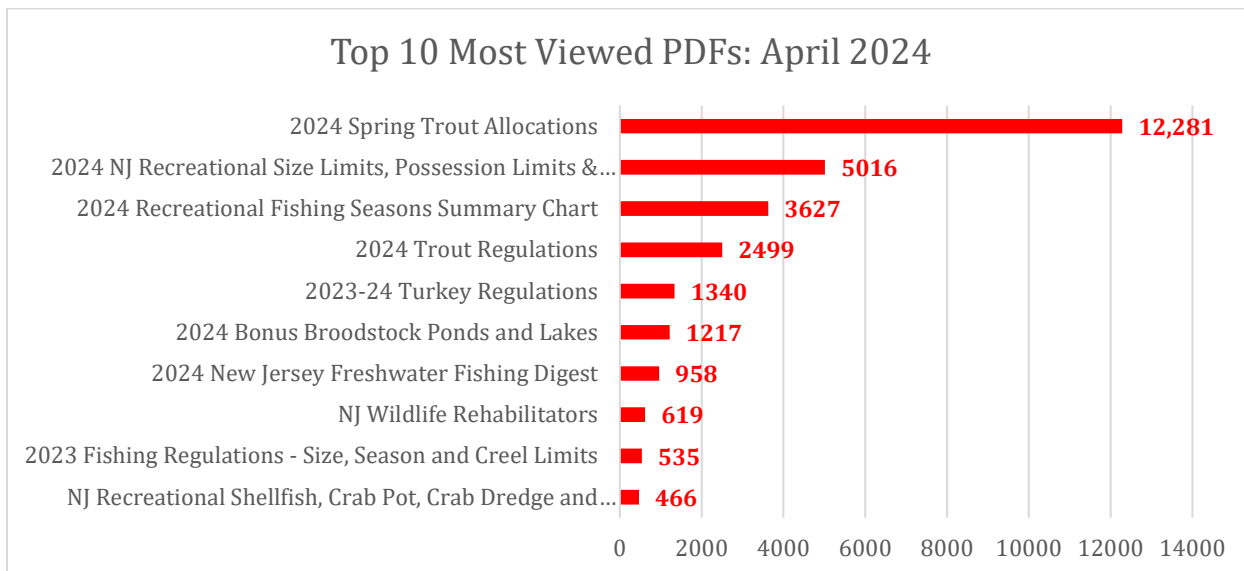
Rank	Page Name	Views
1	Freshwater Buy A License	54861
2	Fishing Marine Saltwater Registry	47760
3	Freshwater 2023 Spring Trout Fishing Information	37157
4	Home	36251
5	Fishing	29866
6	Licenses & Permits	22224
7	Fishing & Hunting License & Permit Information	19178
8	Bears	17788
9	Marine Striped Bass Bonus Program (SBBP) Individual Angler Application	16951

10	Marine Seasons & Regulations	13762
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Other popular pages on the website were:

Rank	Page Name	Views
11	Freshwater Fishing Access Locations on Trout Waters - County Listing	13259
12	Marine	13002
13	Marine Striped Bass Bonus Program	12412
14	Freshwater	11470
15	Marine Recreational Fish & Wildlife	11041
16	Winter Trout Stocking Information	8490
17	License Agents	7943
18	Hunting Buy A License	7645
19	Hunting	7320
20	Freshwater Places to Fish - Ponds, Lakes, and Reservoirs	6225

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	2024 Spring Trout Allocations	12,281
2	2024 NJ Recreational Size Limits, Possession Limits & Seasons	5,016
3	2024 Recreational Fishing Seasons Summary Chart	3,627
4	2024 Trout Regulations	2,499
5	2023-24 Turkey Regulations	1,340

6	2024 Bonus Broodstock Ponds and Lakes	1,217
7	2024 New Jersey Freshwater Fishing Digest	958
8	NJ Wildlife Rehabilitators	619
9	2023 Fishing Regulations - Size, Season and Creel Limits	535
10	NJ Recreational Shellfish, Crab Pot, Crab Dredge and Lobster Pot Application	466

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

Fifteen (15) email messages were drafted and sent to various e-mail lists and outdoor writers. Assistance was provided to staff with six (6) additional messages.

1. Youth Turkey Hunt Saturday 4/20; Season Opens Monday 4/22 (4/16/24)
2. Reminder - NJ Deer Hunters – We Need Your Input (4/18/24)
3. Looking For Trout Stocked Waters? (4/19/24)
4. 2024-25 Migratory Bird Season Information & Population Status (4/23/24)
5. 2024 Marine Digest Available Online! (4/26/24)
6. Only 3 Days Left – We Still Need Your Input On Deer Regulation Changes! (4/29/24)
7. Don't Miss Out! Fisheries Forum May 2 (4/30/24)
8. Take the Survey Now – We Still Need Your Input On Deer Regulation Changes! (5/1/24)
9. 2024 Deer Survey Follow-Up - Continuing APR (5/1/24)
10. 2024 Deer Survey Follow-Up Questions (5/1/24)
11. Save the Date! Fisheries Forum - May 16 (5/6/24)
12. Donate Today & Get Your 2024 Wildlife Habitat Supporter Sticker! (5/9/24)
13. Summer Closures in Five WMAs effective May 23 - September 2 (5/10/24)
14. Support White Lake WMA (5/13/24)
15. REMINDER: Fisheries Forum Thursday, May 16 at 7 p.m. (5/14/24)

GovDelivery List numbers To Date

	5/1/2024

Freshwater Fishing	63953
Hunting	44436
Marine Fishing	60146
Wildlife	41993
Education	36939
Endangered Species	33093
Shellfish	39596
Outdoors	46723
Sparta Mt.	28573
CHANJ	33021
Marine CARES Act Information	17485
Marine Fisheries Grant and Assistance Information	4730
Total	450688

Responses to the Public Email Address

Approximately 231 emails came to the public email address. All were directly responded to or forwarded to agency staff for response. All others required no response.

Outstanding Deer Program

Applications continue to come in for the 2025 Deer Classic.

Marine Digest

The Marine Digest was placed on our website on April 26, 2024.

We continue to wait for printed copies to be mailed, as the printer has had problems with their computer system setting up third party billing with our new FedEx account.



Hunting and Trapping Digest

Received the second pass of the digest back from the publisher on April 16, and immediately sent it to Wildlife, Lands, Law, Licensing, and Hunter Education staff with a due date for edits of April 29.

Received second pass edits back from bureau staff on April 29 and 30, reviewed all changes and uploaded the pass to the publisher on May 1.

Received digest cover mockups from the publisher on May 10, and sent them to wildlife staff for their vote.

Received the third pass of the digest back from the publisher on May 13, and immediately sent it to Wildlife, Lands, Law, Licensing, and Hunter Education staff with a due date for edits of May 24.

Wildlife Conservation Corps

The Wildlife Conservation Corps now has 4,791 members.

No volunteer opportunities were sent during this reporting period.

Other

Participated in a Hooked on Fishing Team Leader Training at Fairview Lake YMCA Camp.

Met with Freshwater Fisheries staff to discuss and practice the platform in which the virtual fisheries forum meetings will be held.

Assisted Freshwater Fisheries with the virtual Fisheries Forum held on May 2, 2024.

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

Attended a WMA Regulations proposal meeting with multiple bureaus.

Attended Program Specialist Trainee interviews for the bear education and outreach position.

WILDLIFE INFORMATION – INTERNAL COMMUNICATION (Kathy Porutski)

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

XP Usage Deadline is June 30, 2024

Gas Pump Closed @ Clinton Until Further Notice

Retirement Collection for Shari Irick

Gas Pump Repaired @ Clinton WMA

NOV Posting - NJFW (Conservation Police Officer 1)

Promotional Announcements (4) - NJF&W

Agency Services Representative 3

Contract Administrator 3

Crew Supervisor, Wildlife Management Area Operations

Senior Biologist Wildlife Management

Retirement Collection for A.D. Lisa Barno

April Bureau Reports

No Phone or Internet Service @ CRO
CRO is Back Up & Running
Celebration of Life for Former Agency Director Bob McDowell 6/7

Also, during this reporting period: the Bureau of Information and Education's Monthly Report for April was compiled and edited; photos of former agency director Bob McDowell were researched and obtained for Director Golden; a forwarded message regarding a funeral honor guard for retired Conservation Officer Robert Klaus was addressed and redirected to the appropriate party; retirement fliers were designed for Lisa Barno and Cindy Fratti; the retiree email list was updated several times; and revisions to the *Division Staff by Contact Area* listing was coordinated for a Fish and Game Council policy document.

PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)

Publications/Graphics

- Dynamic QR codes software explored to replace current untenable system
- Received delivery of WHS Program stickers and forwarded to assistant director
- CHANJ project 4x6 promotional card review
- 130 QR codes charted in excel for management
- Changes made to CHANJ and NJ Tracker pieces after commissioner's feedback
- NJ Wildlife Tracker 4x6 promotional card review
- Business cards for Marine Resource Administration finalized with print shop
- Printed file output for ENSP communications pieces
- Staff business cards produced for I&E and print requests completed
- Business cards produced for Health & Forensics staff; print requests completed

Photography/Videography

- Image requests fulfilled for Pequest promotions; folder created for staff
- Opening Day of Trout Season and D&R canal photos/video reviewed and uploaded
- Underwater fish and raceway image modifications
- White Lake WMA 2-day site visits for WMA of the month footage
- Review and upload of White Lake footage - shared with video producer
- Black River WMA canoe-based beaver habitat survey with Peter Stark
- Pequest visit, footage and interview taken with BLM staff
- Columbia Lake WMA site visit with staff; footage taken; public access and field rehab documented
- Review and upload of Pequest footage - shared with video producer
- Total review and upload of 23 GB of footage and stills shared with producer and staff

- Communication with regional superintendents on WMA visits
- 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 producer and staff

Meetings/Training

sUAS meeting

Outreach Group meetings

Monthly flight training

PUBLIC INFORMATION AND DIGITAL MEDIA (Matt Hencheck)

White Lake WMA of the Month promo – Filmed scenic landscapes and local wildlife around the White Lake Wildlife Management Area. This video is part of the WMA of the Month promotion.

Chinese Pond Mussel Survey – Filmed ENSP Zoologist Robert Some as he conducted surveys in the Raritan River along with partners from the USFWS, Rutgers University and NJ Water Authority. This is a joint effort to locate and eradicate the invasive Chinese pond mussel that was first found in New Jersey back in 2010. Surveys are performed after eDNA samples are taken from specific waterways. If the samples come back positive for the Chinese pond mussel, then divers and staff must search the area to locate them. This video is still being filmed and in the early editing stages with a scheduled date to post sometime in June.

Land Management Habitat Conservation video – We are producing a video highlighting the ongoing habitat management work being performed by BLM staff on our wildlife management areas. We have begun documenting early-stage work, including clearing vegetation, planting trees, and establishing habitat for pollinators. These efforts will benefit a variety of wildlife species as well as improve access points for hunting, fishing and other forms of recreation. This will be an ongoing production over the next year.

Black Rail Survey – Filmed ENSP seasonal worker Raul Zabala, as he deployed acoustic recording units along the Maurice River as part of a survey to locate the rare black rail (a small marsh bird). We will also be filming a night survey performed in the same area and conduct interviews with ENSP Zoologist Christina Davis.

SOCIAL MEDIA (Katie Paey)

Facebook

The NJFW Facebook (FB) page had **50,065 followers** at the end of this reporting period.

The total organic reach of the NJFW Facebook page during this reporting period was 202,423 people.

A total of **34** 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, updated cover photo, young wildlife (rabbits), Bat Appreciation Day, black bear safety, turtle crossing reel, Earth Day, Shell Recycling grant, deer survey, SGCN list, National Volunteer Week, Duke Farms eagle banding, What are in-season closures?, Display your license, Fisheries Forums, Marine Digest, Hunter Education registration, CPO employment opportunity, NJ Wildlife Tracker, Amphibian week, R3 Women's Turkey Hunt, How to Handle Trout reel, young wildlife (fawns), WHSP 2nd Edition sticker, seasonal WMA closures, yellow-crowned night heron nest request, White Lake WMA of the Month, and Peace Officers Memorial Day

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

5/10 – Go Fish Friday (shad) – reached **50,717** people, **3,465** engagements

5/2 – CPO employment opportunity – reached **36,916** people, **2,977** 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 **16,812 followers** at the end of this reporting period.

The total organic reach of the NJFW Instagram page during this reporting period was 58,810 people.

A total of **31** 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, young wildlife (rabbits), Bat Appreciation Day, black bear safety, turtle crossing reel, Earth Day, Shell Recycling grant, deer survey, SGCN list, National Volunteer Week, Duke Farms eagle banding, What are in-season closures?, Display your license, Fisheries Forums, Hunter Education registration, CPO employment opportunity, NJ Wildlife Tracker, Amphibian week, R3 Women's Turkey Hunt, How to Handle Trout reel, young wildlife (fawns), WHSP 2nd Edition sticker, seasonal WMA closures, yellow-crowned night heron nest request, White Lake WMA of the Month, and Peace Officers Memorial Day.

Three (3) Instagram stories were posted this period. Topics included: employment opportunities, Fisheries Forum, and Marine Digest.

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 –

5/2 – CPO employment opportunity – reached **8,497** people with **867** 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.
- WMA of the Month content was created for use on the website, GovDelivery emails and social media, and shared with appropriate staff for distribution.

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's FY2024 black bear multi-media outreach campaign ran peak marketing to coincide with the spring bear activity period. Additional marketing pulses will take place this summer and fall. Millions of residents will be reached in their homes and on their mobile devices with bear safety information.

Interviews were conducted with candidates for the Bear Outreach Program's program specialist trainee position.

Bulk quantities of bear outreach materials were distributed upon request.

A meeting was attended to develop a CHANJ/DEP Land Acquisition promotional campaign to be spearheaded by the Outreach Group.