



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

**Al Ivany, Chief**

**May 16 – June 15, 2024**

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

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

Staff conducted a total of ten Hunter Education courses during the report period: five firearm and five archery. A total of 220 students were certified (150 firearm and 70 archery).

Staff finalized an electronic questionnaire for Hunter Education Instructors to confirm that policies are understood and for staff to recognize any topics that may be confusing to them. This questionnaire will be given to every instructor at the beginning of the calendar year during training and at agency update meetings.

Staff fielded 62 voicemails during the reporting period. The highest percentage (42%) of calls were not in reference to Hunter Education. Most calls were about injured or nuisance wildlife. The next highest percentage (37%) were requests for duplicate Hunter Education cards.

Staff fielded 149 emails during this reporting period. Included in those emails were four rifle/muzzleloader permit unlocks, and four non-resident license unlocks. This reporting period tends to receive the lightest volume of emails annually. A total of 22 email requests were made for duplicate Hunter Education cards.

Staff began posting classes for the second half of the 2024 Hunter Education live fire range sessions. The sessions will run until mid-November throughout the state for both firearm and bow.

Regional staff began preparing data for end-of-year grant reporting. This includes preparing reports of all volunteer hunter and trapper education instructors' time and mileage that was donated to the program.

### **Trapper Education**

S. Forlenza delivered a Trapper Education presentation to three Bureau of Law Enforcement interns. This presentation covered an array of trapping related topics including regulations, tools, ethics, safety, the biological need for trapping, and how it is used as a management tool by wildlife professionals to maintain healthy populations and re-introduce native species back to their original home ranges. The interns were very receptive to the information.

### **Miscellaneous**

J. Leskie reviewed and submitted the final draft of the Hunting and Trapping Digest and forwarded edits and comments to L. DiPiano. The 2024 Hunting and Trapping Digest is scheduled to be out in August.

K. Griglak represented NJDEP Fish and Wildlife at the monthly Warren County Federation of Sportsmen's Clubs meeting and delivered agency updates.

J. Leskie, K. Griglak, T. Woolley and C. Decker attended an award ceremony for retired NASP Instructor Rob Causton from Oxford Central School in Warren County. Mr. Causton was part of the very first NASP training in New Jersey 18 years ago and is retiring after a dedicated career to his students and the NASP Program.

All Hunter Education and R3 staff attended a Procurement Procedure training session on current Treasury circular protocols.

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

Staff met with the Wallkill River Ducks Unlimited Chapter to start planning a Waterfowl Hunting Workshop at Wallkill National Wildlife Refuge. The workshop will take place on Saturday, August 24, 2024. This workshop is geared to new or inexperienced waterfowl hunters looking to get started and will be a combination of lectures and hands-on demonstrations. R3 Staff will handle the registration and promoting the workshop, while Wallkill DU Chapter members will cover workshop material. The agenda for this workshop is still being developed and once complete, staff will begin promotional efforts.

Staff reached out to the Ducks Unlimited Regional Director to see if any DU Chapters in South or Central New Jersey would be interested in partnering with our R3 Program to host waterfowl hunting workshops. To date, staff is still awaiting a response.

Staff met to discuss scheduling the Women's Mentored Coastal Waterfowl Hunt at Sedge Island in December. This workshop will be offered to women 18 years and older who have some

previous hunting experience but want to try waterfowl hunting for the first time. Participants will learn about the history of waterfowl hunting, waterfowl biology and identification, hunting regulations, equipment, techniques, and field dressing as they experience a quality mentored coastal waterfowl hunt.

Staff updated all upcoming program flyers and registration forms. Two Intro to Small Game Hunting Workshops have been scheduled for October at the Pequest Trout Hatchery. Staff are currently working on scheduling more throughout the state.

Staff have been working with S. Forlenza on logistics of an Introduction to Muzzleloader Workshop. This will be a two-day workshop introducing experienced deer and recreational shooters to a new hunting and shooting discipline. The two-day workshop will include a lecture portion followed by a live range session where participants will get hands-on experience shooting, cleaning and safely handling a muzzleloader. Staff are currently working on scheduling dates and checking the inventory of muzzleloader supplies.

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

R3 Tuckahoe Managed Waterfowl Hunt staff continued general maintenance and upkeep on the registration shed and equipment. Staff has continued to work on the three-year analysis of Tuckahoe as well as prepping for the upcoming season. Staff have also been working on the logistics for planning Mentored Waterfowl Hunts.

### **R3 Miscellaneous**

We have been in contact with the NWTF's Wharton Chapter about having a staff member attend Jakes Day at Square Circle Sportsmen's Club in Gibbsboro, Camden County. There are 17 children registered for this event on Saturday, August 17, 2024. R3 Staff Technician J. Belfi will also be in attendance. He will be promoting how to register for our R3 Tuckahoe Managed Waterfowl Hunt Program as well as our Take A Kid Youth Pheasant Hunt.

T. Woolley participated in judging 20 entries for the ACI Conference Awards. This involved reading different state's one-time publications and book reports. The judging involved leaving comments and scores for different categories such as grammar, visuals, and overall language usage.

R3 staff attended an award ceremony for Rob Causton at the Pequest Trout Hatchery. Mr. Causton was a NASP Instructor for 18 years at Oxford Central School and has been a part of NASP since it was first offered in New Jersey in 2006. The ceremony was well attended with New Jersey Fish & Wildlife staff as well as students, friends, and family members.

J. Leskie and T. Woolley attended the NEAFWA R3 Hunt for Good campaign meeting which covered six topics that each state will utilize during the promotion week of this campaign. After the meeting, the official messages were sent to each state for their review. The next step is to make state specific edits so we can post the information on our social media and send it out via GovDelivery emails.

Staff began working on a Hunting Resources Page that will be posted on our R3 Website. This page will cover all game species in New Jersey and offer information about hunting each one. The objective is to provide new hunters with all the information they need to get out into the woods on their own.

Staff completed the Spring 2024 R3 Newsletter. It was posted on the New Jersey Fish and Wildlife R3 Hunting and Shooting Sports webpage and sent out via GovDelivery email notification. Topics covered were: the 4<sup>th</sup> annual Women's Mentored Turkey Hunt Workshop, two Turkey Seminars, R3 Mentor Program promotion, release of the new R3 Hunting and Shooting Sports webpage, history of Turkey calls, 2023-2024 deer harvest numbers, a turkey recipe and reminder about Hunter Education live fire range sessions.

C. Venuti continues to make edits to the Hunting and Trapping Explorer walk-through instructional video. The goal is to have this instructional tutorial ready for the upcoming season so that our constituents can utilize the app to find places to hunt and trap.

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

Staff sent out an annual email to all active NJ NASP Basic Archery Instructors (BAI) to remind them that they are reaching the deadline to report their school/organization's NASP activity. This procedure is conducted annually, and completion is imperative for BAIs to maintain their certification. A number of follow-up communications will be forthcoming up until the July 31 deadline.

Staff has been working with I&E personnel responsible for updating the NASP related webpages and associated links on the NJ DEP Fish & Wildlife website refresh.

Staff taught the following NASP Basic Archery Instructor (BAI) Certification classes: Gloucester County Institute of Technology – eight teachers were trained and passed; and Newton High School – six teachers were trained and passed. These certifications bring the total number of BAIs for the 2023-24 school season to 70.

Staff conducted site visits/inspections at the following locations: Newton High School – a newly installed range required site inspection for compliance with NASP Standards, and Halsted Middle School – a NASP program was recently re-introduced which required a site and equipment inspection for compliance with NASP Standards.

C. Decker coordinated, through I&E personnel, an award presentation event honoring NJ NASP Basic Archery Instructor J. Robert Causton for his 18 years of service in teaching and developing a championship level NASP program at Oxford Central School. The event was held on June 10 at the Pequest Trout Hatchery and Natural Resource Education Center.

Staff hosted a NASP BAI Coaching Clinic for the Union County 4-H Club at the Oak Ridge Park Archery Range. Attendees were given instructions on becoming a better coach for their students to become better archers.

Staff are planning, coordinating, and scheduling upcoming Basic Archery Instructor training/certification sessions.

Staff continue field communications with various schools and organizations inquiring about the NASP program and how to become certified.

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

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

Sedge Island staff kicked off the season with intern training. Five new interns and three second year interns will be assisting with groups this year. Four adult groups participated in a Sedge Island program during this reporting period.

The dock at Island Beach State Park was leveled out and repaired after damage from winter storms.

A virtual bulkhead schematic meeting was attended.

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

Fall registration has opened for the program, and teacher applications are being received and processed.

### **Angler R3**

*A Military Veteran's Beginner Surf Fishing Workshop* was held on Saturday, May 18 at Island Beach State Park (IBSP) in partnership with IBSP staff and volunteers. The workshop consisted of a classroom portion and concluded with surf fishing on the beach. Nine participants were in attendance and several caught fish, including a bluefish and a 16 ½-inch summer flounder.

Upcoming *Let's Go Fishing* workshops are being planned for Ocean County Park in Lakewood on June 18; Willingboro Lakes County Park in Willingboro on June 23; Batsto Village in Hammonton on July 9; South Vineland Park Pond in Vineland on July 16; and Laurel Acres Park in Mt. Laurel on July 24.

The first of a series of Hackettstown State Hatchery First Catch Center workshops was held on Friday, June 14 from 10 a.m. – 1 p.m. for 11 female participants.

*A Community Fishing Meetup* is being planned for July 12 at Manalapan Lake in Thompson Park (Middlesex County). This event is intended to be an informal evening of fishing where participants can bring or borrow equipment, and staff from the Bureaus of Information & Education, Freshwater Fisheries and Law Enforcement will be on hand to assist with equipment or answer any questions they might have. Direct emails promoting this event will be sent to 2023

and 2024 workshop participants, as well as lapsed license buyers and current license buyers from Middlesex County.

Staff met with Phil Seng of D.J. Case and Associates to discuss New Jersey's Angler R3 Plan. Phil provided feedback for staff to prioritize each element of the plan and to develop a strategy to keep staff on the Angler R3 Advisory and Working Groups engaged. From this feedback, Angler R3 Team Staff have been planning a short presentation to provide an update to staff on the progress of Angler R3 Plan implementation during this first year.

### **Governor's Surf Fishing Tournament**

The Governor's Surf Fishing Tournament was held on May 19 at Island Beach State Park. Over 400 people registered for the event with Jonathan Dziekan of Bayonne winning the tournament with a 36 3/4" Black Drum. An additional 15 prizes were awarded in the summer flounder, bluefish, striped bass and black drum categories. The new Military Veteran Category awarded Brad Rodgers of Perkasio, PA with a rod and reel combo, and four prizes were awarded in the High School Team Category with Pascack Hills High School taking first place with a 33 1/4" bluefish.

This year the tournament had three sponsors: Tsunami who donated the Governor's Cup Winner's Reel, Grumpys Tackle who donated the Governor's Cup Winner's Rod and Celebrity Ford for providing transportation for disabled military veterans.

### **Education**

Staff exhibited at the following events:

- June 1 – Trenton Fishing Derby
- June 9 – Nature Day at the Tenaflly Nature Center

Staff presented two Climate Change Education and Wildlife workshops to 29 teachers.

Staff attended the NJ Commission on Environmental Education's (NJCEE) monthly meeting and a follow up meeting with staff from the Governor's First Lady's Office to discuss the status of the NJCEE.

### **Other**

Staff presented at the Green Eggs and Sand workshop on Sunday, June 9. This year's workshop was hosted by St. Jones Delaware National Estuarine Research Reserve.

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

Staff provided closed captions for recordings from the Bureau of Freshwater Fisheries May 2 and May 16 Freshwater Fisheries Forums. The recordings are now on Fish & Wildlife's YouTube Channel and links were sent to all registrants.



Staff attended a DEP Youth Inclusion Initiative kick-off meeting.

Staff assisted with the *Sisters Afield* surf fishing clinic.

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

**Pequest Natural Resource Education Center**

New front desk hourly staff member, Sarah Kyryczenko, started June

3. Sarah will be answering the phones, selling licenses, greeting the public and providing administrative support to the Bureau of Information & Education by assisting with purchase orders, paying invoices and entering data.

During this reporting period, 14 organized groups were held for a total of 276 youth and adult participants. Programs included Tour and Fishing Basics (65), Fishing Basics (101), Habitat Hike and Fishing Basics (18), Trout Habitat Hike and Fishing Basics (17), Tour and Habitat Hike (18), Tour and Trout Habitat Hike (51), and Senior Fishing (6).

Public programs were scheduled and promoted through GovDelivery. Fly Casting Basics was held for five people. The following programs were offered but canceled due to lack of registration: Women's Introduction to Fly Casting, Intermediate Fly Casting, Night Hike and Let's Go Fishing – an Introduction for Parents.

The facility was used by several groups to conduct their own programs, including Hacklebarney Trout Unlimited which held an event for veterans and the National Archery in the Schools Program (NASP) that used the auditorium for an awards ceremony.

**Mobile Education Trailer (MET)**

The trailer was at an Earth Day event at Fort Dix.

**Hooked on Fishing - Not on Drugs (HOFNOD) Program**

The 9<sup>th</sup> Annual Youth Fishing Challenge was held June 1 on Free Fishing Day and Sunday, June 2. A total of 39 host sites participated with ten of them being new locations. Thirty-five of the host sites have already submitted their paperwork for a total of 1,251 youths participating statewide.

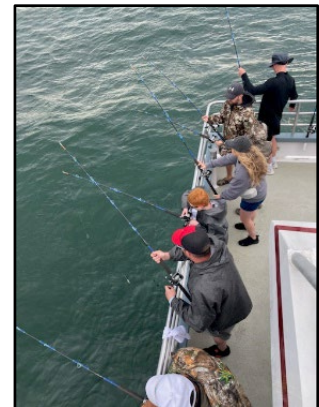
Staff hosted a Sisters Afield (SAF) saltwater fishing weekend, May 17-19, at Island Beach State Park. Five families participated for a total of 12 individuals. Friday evening, Scott Sleekman from Grumpys Tackle taught participants how to make their own saltwater leaders in preparation for surf fishing on Saturday and Sunday. Unfortunately, the cold-water temperature canceled Saturday morning's kayak fishing, but the families had a blast donning waders to fish, sein and

clam in Barnegat Bay. Saturday afternoon, Scott rejoined the group and instructed the families on how to surf fish in preparation for the Governor's Surf Fishing Tournament. A special thanks goes out to Grumpys Tackle Shop and Scott Sleckman for their time and support.

Two new Hooked on Fishing teams were created from attendees at the April training. The new teams are Barrington (with support from the police department) and Middletown High School.

Staff hosted an All-Aboard Charter Fishing event on the Mi Jo out of Atlantic Highlands. Six HOFNOD teams consisting of 66 participants were present (Franklin Fishers from Newark, Bait Buddies from Montague, Dover High School Fishing Team from Dover, Creek Anglers in Egg Harbor City, Middletown HS North Fishing Club from Middletown Township, and Team Linden from Linden) as well as several *Sisters Afield* moms with kids. Plenty of fish were caught (lots of sea robins), but only one keeper – a summer flounder at 18.5 inches.

Staff provided an update at the June Fish and Game Council meeting on current numbers of the program and how additional funding could help to grow the program.



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

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

Five (5) news updates were posted in May.

Two (2) job openings were also published; two (2) were deleted after their closing dates.

Two (2) new pages were created as well; while five (5) more pages were deleted or consolidated into other pages.

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

Approximately seventy-six (76) pages were revised/updated throughout this duration.

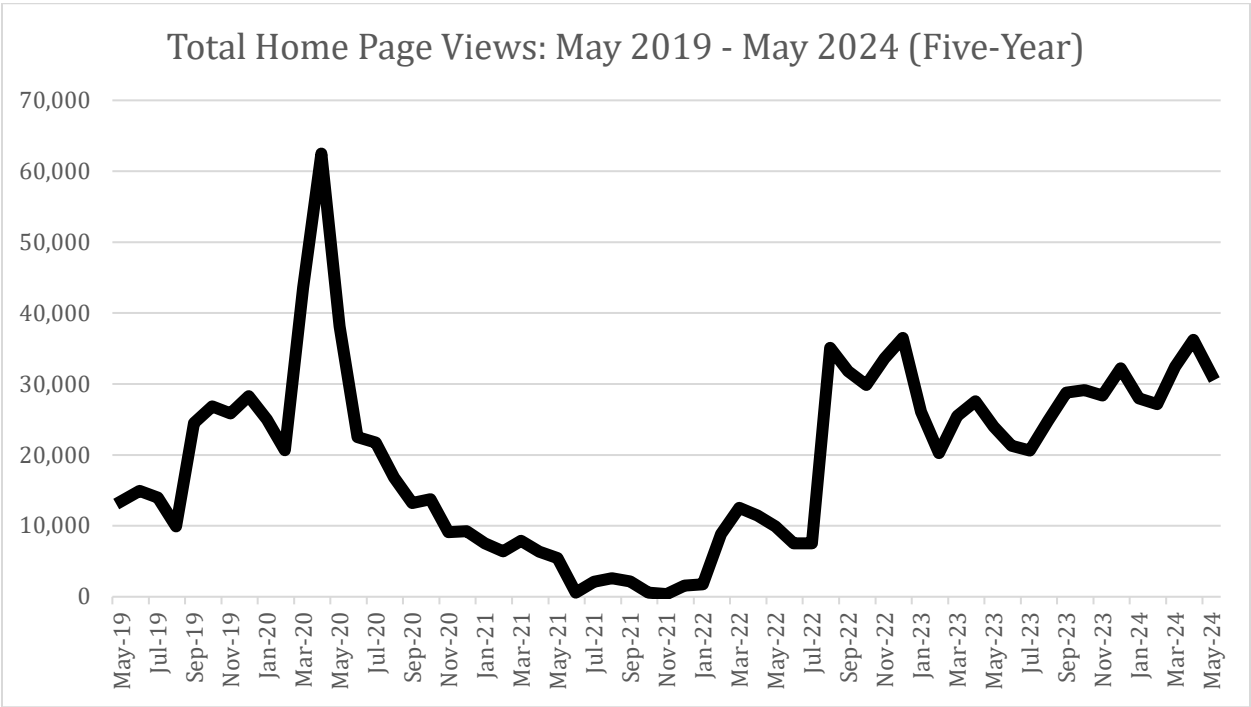
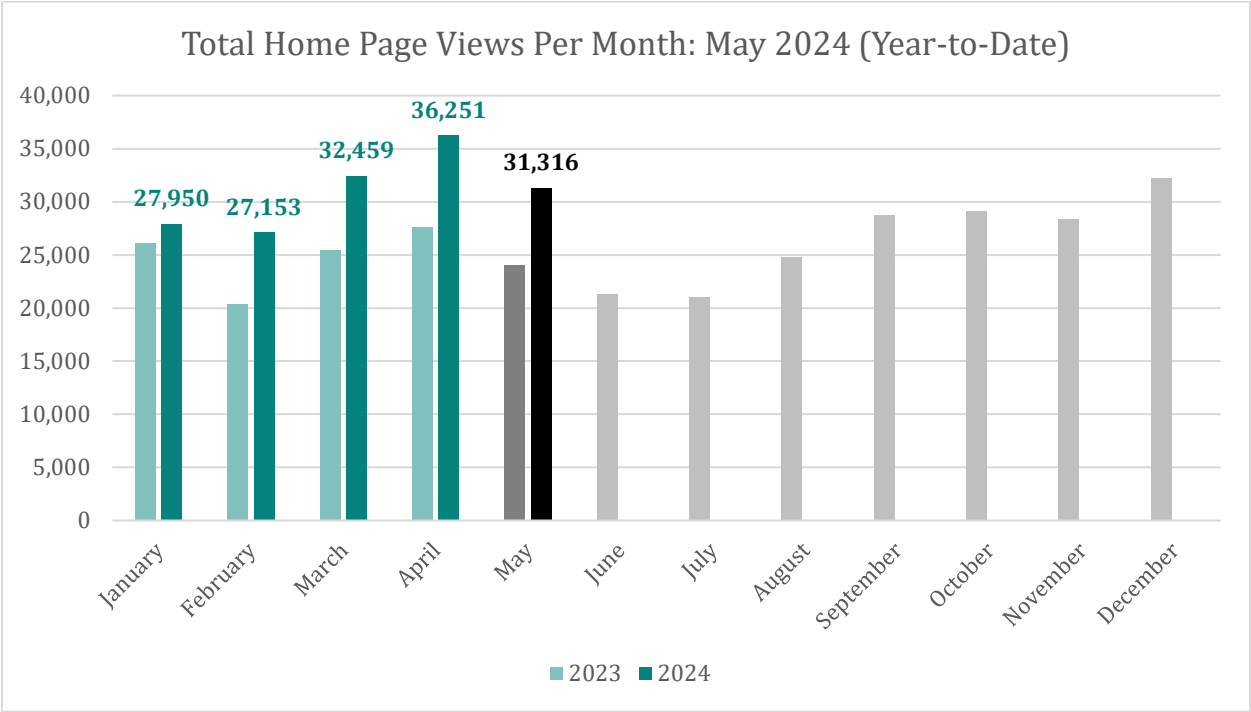
Approximately one-hundred-and-nine (109) documents were edited in or converted to PDF or DOC format. These included: Bureau Reports (9) in one .zip file; Meeting Documents (11) in two .zip files; Minutes/Notices/Agendas (22); Job Descriptions (2); Species Regulations (47); and others (18).

Seventy-nine (79) images and three (3) videos were also edited and posted.

### **Analytics – Home Page**

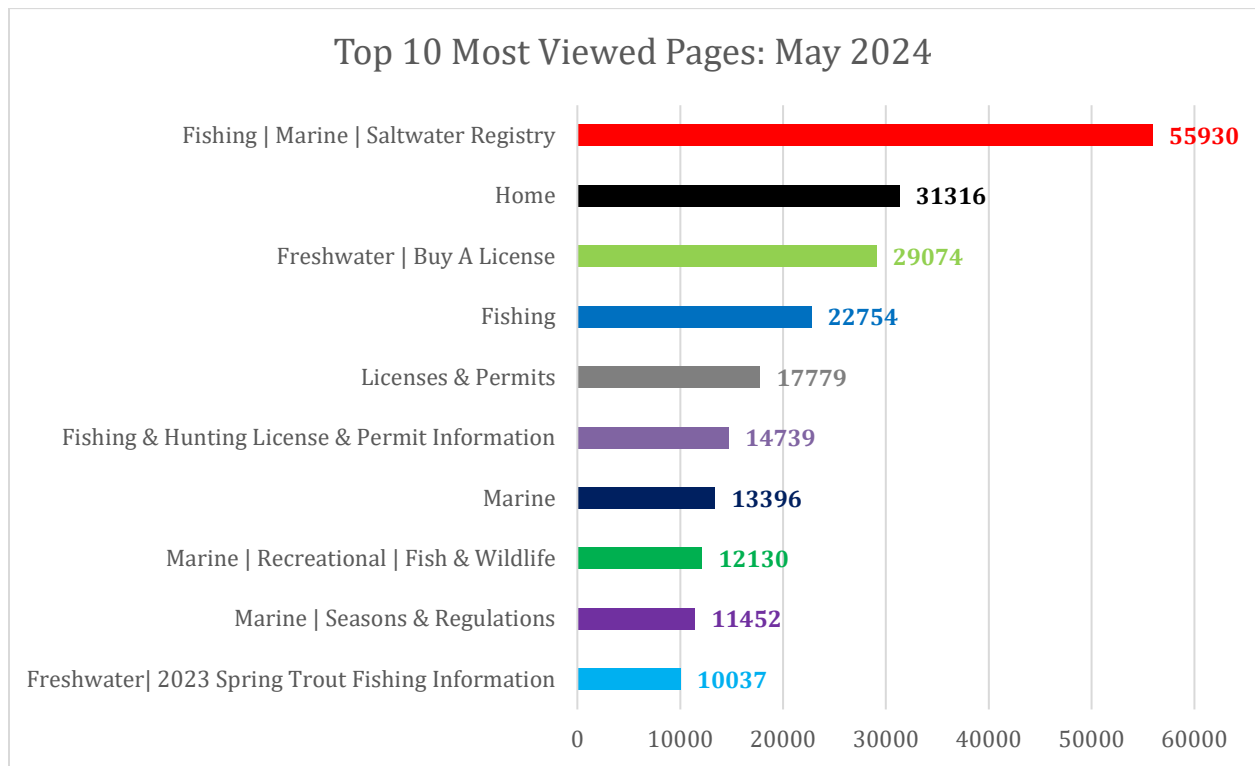


The number of views on the home page May was 31,316; an average of about 1011 views per day. It is a decrease of 4,935 views from the previous month of April (36,251) and an increase of 7,281 views from the May of the previous year (24,035).

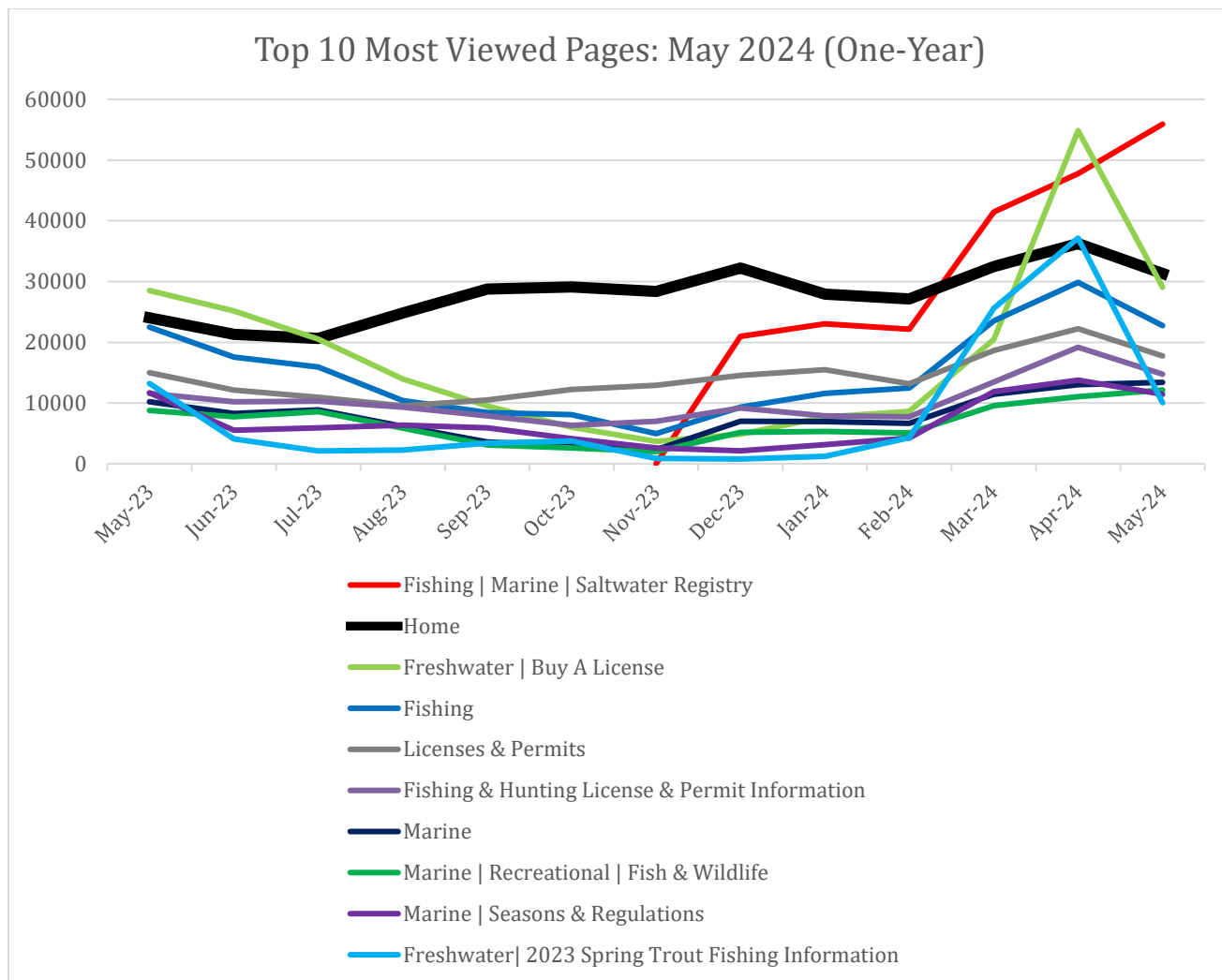


Analytics

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



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

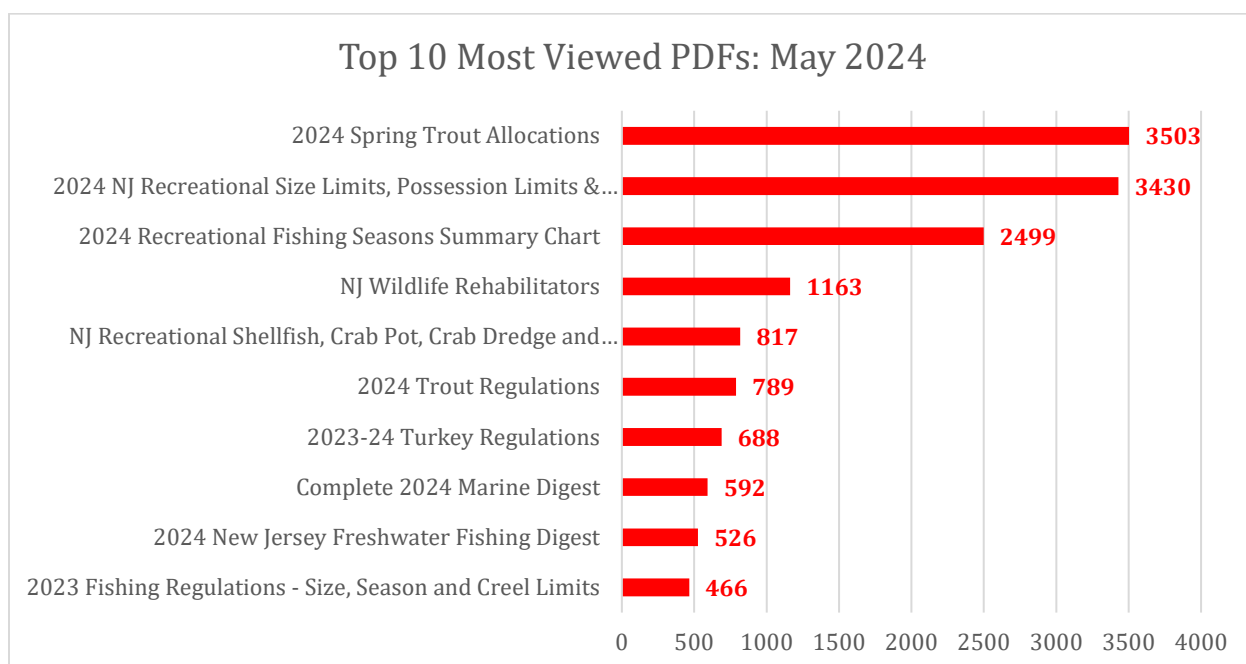


Rank	Page Name	Views
1	<a href="#">Fishing   Marine   Saltwater Registry</a>	55,930
2	<a href="#">Home</a>	31,316
3	<a href="#">Freshwater   Buy A License</a>	29,074
4	<a href="#">Fishing</a>	22,754
5	<a href="#">Licenses &amp; Permits</a>	17,779
6	<a href="#">Fishing &amp; Hunting License &amp; Permit Information</a>	14,739
7	<a href="#">Marine</a>	13,396
8	<a href="#">Marine   Recreational   Fish &amp; Wildlife</a>	12,130
9	<a href="#">Marine   Seasons &amp; Regulations</a>	11,452
10	<a href="#">Freshwater  2023 Spring Trout Fishing Information</a>	10,037

Other popular pages on the website were:

Rank	Page Name	Views
11	<a href="#">Marine   Striped Bass Bonus Program (SBBP) Individual Angler Application</a>	8,234
12	<a href="#">Freshwater   Places to Fish - Ponds, Lakes, and Reservoirs</a>	7,498
13	<a href="#">Bears</a>	7,405
14	<a href="#">Marine   Recreational Licenses And Permits</a>	7,022
15	<a href="#">Freshwater</a>	6,817
16	<a href="#">Marine   Striped Bass Bonus Program</a>	6,639
17	<a href="#">Hunting</a>	5,885
18	<a href="#">License Agents</a>	5,496
19	<a href="#">Hunting   Buy A License</a>	4,501
20	<a href="#">Conservation   Reporting Wildlife Sightings</a>	4,432

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	<a href="#">2024 Spring Trout Allocations</a>	3503
2	<a href="#">2024 NJ Recreational Size Limits, Possession Limits &amp; Seasons</a>	3430
3	<a href="#">2024 Recreational Fishing Seasons Summary Chart</a>	2499
4	<a href="#">NJ Wildlife Rehabilitators</a>	1163

5	<a href="#"><u>NJ Recreational Shellfish, Crab Pot, Crab Dredge and Lobster Pot Application</u></a>	817
6	<a href="#"><u>2024 Trout Regulations</u></a>	789
7	<a href="#"><u>2023-24 Turkey Regulations</u></a>	688
8	<a href="#"><u>Complete 2024 Marine Digest</u></a>	592
9	<a href="#"><u>2024 New Jersey Freshwater Fishing Digest</u></a>	526
10	<a href="#"><u>2023 Fishing Regulations - Size, Season and Creel Limits</u></a>	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**

Six (6) 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. REMINDER - Summer Closures in Five WMAs effective May 23 - September 2 (5/22/24)
2. Free Fishing Day is Saturday! (5/28/24)
3. PUBLIC NOTICE - Endangered & Nongame Species List Amendments (6/3/24)
4. Your Voice Matters! (6/5/24)
5. The R3 Newsletter has Sprung! (6/13/24)
6. Support Union Lake WMA (6/14/24)

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

	6/1/2024
Freshwater Fishing	63736
Hunting	44399
Marine Fishing	59970
Wildlife	41909
Education	36893
Endangered Species	33056
Shellfish	39545
Outdoors	46819

Sparta Mt.		28551
CHANJ		32989
Marine CARES Act Information		17547
Marine Fisheries Grant and Assistance Information		4850
Total		450264

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

Approximately 171 emails came into 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.

With the Federation Convention taking place in March, we may move the deadline for applications from November to December.

### **Marine Digest**

The confusion between the printer's software and FedEx was finally fixed and the marine digest was shipped to all this past month.

### **Hunting and Trapping Digest**

The digest cover design was decided upon and sent to the publisher.

Received the fourth pass back from the publisher on June 11, 2024, and immediately sent it to Wildlife, Lands, Law, Licensing, and Hunter Education staff with a due date for edits of June 21, 2024.

### **Wildlife Conservation Corps**

The Wildlife Conservation Corps now has 4,820 members.

No volunteer opportunities were sent during this reporting period.

### **Other**

Met with Jason Freeborn, our Construction Management Specialist on the Pequest Exhibits project regarding oversight and permits that would be required for the job.

Assisted Freshwater Fisheries with the virtual Fisheries Forum held on May 16, 2024.

Attended the Governor's Surf Fishing Tournament.

Attended a Sedge Island Bulkhead - Schematic Design Review meeting.

Attended the June 2024 Fish and Game Council Meeting.

## **WILDLIFE INFORMATION – INTERNAL COMMUNICATION (Kathy Porutski)**

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

Celebration of Life for Retired CPO Joe Meyer 6/1

Retirement Collection for Cindy Fratti

NJF&W Adds Two New Staff Members

Passing of Former I&E Naturalist Carole Skwarek

NOV Postings - NJF&W (Research Scientist 2; Senior Wildlife Worker)

NOV Postings (5) – NJFW

- Senior Zoologist Non-Game

- Executive Assistant 2

- Senior Wildlife Worker

- Crew Supervisor Wildlife Management Area Operations

- Secretarial Assistant 3 – Non-Stenographic

Bureau Reports for May

Revised NOV Posting - NJFW (Executive Assistant 2)

NOV Revisions - NJFW (2)

- Executive Assistant 2

- Crew Supervisor Wildlife Management Area Operations

NJFW Promotional Announcements (4)

- Principal Biologist Wildlife Management

- Assistant Biologist Fisheries

- Crew Supervisor Wildlife Worker

- Technician 1

**Also, during this reporting period:** the Bureau of Information and Education's Monthly Report for May was compiled and edited; a retirement flier was redesigned for Cindy Fratti; the Internal Communications email list was updated; and the yearly annual report solicitation email was composed for Chief Ivany.

## **PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)**

### **Publications/Graphics**

- QR codes created in Adobe for program support
- Chinese Pond Mussel animation base art construction
- Logos modified and converted to vector as requested by staff
- Species Identification assistance for Parks
- Deer Management program signs 4 versions created for review
- QR codes created for signage

### **Photography/Videography**

- Chinese Pond Mussel video review
- Site visit and Black Rail survey footage and stills
- D&R site visit, underwater and aerial footage for CPM video
- Dividing Creek Barn Owl footage and stills on three sites
- Flight module reset and reconnect confirm on FAA equipment list
- Upload CPM footage for video editor
- Site visit and footage of defunct fish hatchery
- AC expressway sites visited; footage taken of transitional space for animal crossings
- Free Fishing Day weekend event documented at Stacy Park in Trenton
- Union Lake visit and footage acquired for WMA of the month
- Review and upload of fishing derby event on 3 camera setup
- Black Rail survey at night in Tuckahoe support and document
- Wood Thrush mist netting survey footage and stills taken on WMA
- Sparta Mountain WMA documented in early morning, footage and stills
- Hackettstown Hatchery operations documented – Catfish egg retrieval and process
- Review and upload of Black Rail work footage
- Black Rail video review and comments to editor
- Underwater footage taken at Hackettstown and reviewed
- Footage pulled from iCloud and put up to One Drive
- Total review and upload of 113 GB of footage and stills shared with producer and I&E staff

### **Meetings/Training**

sUAS meeting

Outreach Group meetings

Monthly flight training

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

*Union Lake WMA of the Month promo* – Filmed drone footage of Union Lake Wildlife Management Area. This video is part of the WMA of the Month video promotion.



*Governor's Surf Fishing Tournament* – Attended the annual Governor's Surf Fishing Tournament and assisted as photographer taking photos of all the winners. In addition, photos and video were taken of participants as they fished. The photos and footage will be used for future promotions.

*Chinese Pond Mussel Survey* – Filmed ENSP Zoologist Robert Some as he conducted surveys in the Raritan River along with partners from the USF&W Service, Rutgers University and the NJ Water Supply Authority. This is a joint effort to locate and eradicate the invasive Chinese pond mussel first discovered in a Flemington fish farm facility purchased in 2010. At this facility, invasive carp were present and once treatment was conducted to eradicate the fish, giant mussels were also discovered. These mussels were later identified as the invasive Chinese Pond Mussel. Since then, NJF&W has been working with many partners to stop the spread and eradicate the species from our state. This month, additional interviews were filmed with partners from Princeton Hydro LLC, Rutgers University and the NJ Conservation Foundation. Additional footage of treating the Flemington facility was also taken. The video is in the editing stage, awaiting input from staff and partners.

*Black Rail Survey* – Filmed ENSP seasonal employee Raul Zabala as he deployed acoustic recording units (ARU's) along the Maurice River as part of a survey to locate the rare black rail bird species. In addition to the ARU deployment, we filmed night surveys conducted along the Tuckahoe River and filmed an interview with ENSP Zoologist Christina Davis. This video should be posted in late June.

*Pollinator Week Bee Video* – While filming eagle chick banding in Hopewell Township with AC Dave Golden, ENSP Bureau Chief Kathy Clark, assorted staff and volunteers, we stumbled upon an active beehive in the same tree where the nest was located. After some maneuvering, the climber was able to get up to the nest safely. However, the bees eventually started to swarm causing half the hive to leave and congregate at a nearby bush. The event was fully documented, and AC Golden presented a live interview explaining the bees' behavior as it unfolded before us. This video will be posted in mid-June during Pollinator Week.

*Coastal Barn Owl Project* – We filmed ENSP Raptor Biologist Melissa Roach and partners from Natural Lands Trust and the Conserve Wildlife Foundation of NJ as they banded barn owl chicks near Port Norris. This is a relatively new survey conducted by ENSP staff and partners to collect more data of the species and its habitat. This video should be posted in June.

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

### **Facebook**

The NJFW Facebook (FB) page had **50,266 followers** at the end of this reporting period.

**30** 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: Go Fish Fridays, Governor's Surf Fishing Tournament (GSFT), Round Valley porcupine cribs, Endangered Species Day, HOFNOD Youth Fishing Challenge, woodcock habitat project, GSFT winners, Northern Diamondback terrapin sightings, WMA regulations, World Turtle Day, World Fish Migration Day, Free Fishing Day, turtle nesting season, National Fishing and Boating Week, bald eagle and osprey de-listing, plant and fungi Species of Greatest Conservation Need public comment, WMA alert, boat pump out, Wild Turtle Week content, Union Lake WMA of the Month, and Leave Young Wildlife Alone.

**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):

**6/11** – Slow Down for terrapins crossing the road – reached **58,103** people, **3,648** engagements  
**5/16** – Round Valley porcupine cribs – reached **31,104** people, **2,558** 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 **16,969 followers** at the end of this reporting period.

The total organic reach of the NJFW Instagram page during this reporting period was 22,315 people.

**25** 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, Governor's Surf Fishing Tournament (GSFT), Round Valley porcupine cribs, Endangered Species Day, HOFNOD Youth Fishing Challenge, woodcock habitat project, winners of GSFT, Northern Diamondback terrapin sightings, WMA regulations, World Turtle Day, World Fish Migration Day, Free Fishing Day, turtle nesting season, National Fishing and Boating Week, bald eagle and osprey de-listing, plant and fungi Species of Greatest Conservation Need public comment, Wild Turtle Week content, Union Lake WMA of the Month, and Leave Young Wildlife Alone.

Seven Instagram stories were posted during this period. Topics included: Wild Turtle Week content, National Fishing and Boating week, and WMA Alert.

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 –**

**5/16** – Round Valley porcupine cribs – reached **5,837** people with **550** 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, in GovDelivery emails and social media, and shared with appropriate staff for distribution.
- A meeting with Angler R3 staff was attended to discuss the use of UTM links to measure revenue from targeted license emails. A UTM link identifies information about a marketing campaign. It is a snippet of text at the end of a URL used to help monitor activity. A UTM link was created and shared with Angler R3 staff, and Google Analytics monetary results were shared one week after the promotional email was sent. This process will be useful for license promotion emails and social media posts to determine the effectiveness of our outreach efforts.
- An award ceremony for newly retired physical education teacher and NASP Instructor Robert Causton was attended at the Pequest Trout Hatchery on June 10, honoring 18 years of dedicated service to New Jersey's NASP program.

## **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 began its next peak marketing pulse to coincide with the summer bear activity period. An additional marketing pulse will take place this fall. Millions of residents will be reached in their homes and on their mobile devices with bear safety information.

A candidate was offered the Bear Outreach Program's Program Specialist Trainee position and is anticipated to commence in the role this summer.

Bulk quantities of bear outreach materials were distributed upon request.

A *Summer of CHANJ* promotional campaign was developed to be spearheaded by the CHANJ team and the Outreach Group this summer.

A training session was prepared and conducted for the Bureau of Law Enforcement's summer interns.