



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

**Al Ivany, Chief**

**November 16 – December 15, 2024**

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

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

Hunter Education courses have concluded for the calendar year. Program summary results will be available in January. Once again, all hunter education staff and the fantastic volunteer instructors have continued to make New Jersey's program one of the best in the nation. New Jersey Fish & Wildlife is thankful and very appreciative of the hard work everyone has put in for the future of hunting and trapping in New Jersey. Thank you again!

J. Leskie attended the International Hunter Education Association (IHEA) board meeting to review and vote upon the updates to the IHEA-USA Education and Delivery Standards for Basic Hunter Education and the 2024 Hunter Education Standards Review Process. Edits, deletions and additions were voted on by states and provinces and will be compiled in the coming months.

Staff responded to 83 voicemails during the report period. Thirty-four percent (34%) of the calls pertained to duplicate Hunter Education card requests, 25% were nonresidents requesting hunting permissions here in New Jersey and 13% were miscellaneous Hunter Education inquiries. The remaining categories are as follows: 12% calls not related to Hunter Education, 6% rifle/muzzleloader permit purchasing inquiries, 6% live fire range sessions, 4% general Hunter Education class inquiries, 0% Trapper Education.

Staff responded to 530 emails during this reporting period. These emails contained 24 rifle permit unlocks and 114 non-resident license unlocks. This is typical for this time of year, as our

muzzleloader season started during this timeframe which requires hunters to obtain a rifle permit. It is also typical that we see an influx in non-resident hunters requesting unlocks for both shotgun deer hunting and waterfowl hunting this time of year.

Staff received 45 requests for duplicate Hunter Education cards. Eighty (80) individual records were able to be located, seven (7) were not. For requests that can be located, the record is uploaded to the hunter's profile and instructions are emailed on how to obtain the duplicate Hunter Education card. For requests that we are unable to locate, usually due to year of completion, instructions are emailed on how to obtain a new Hunter Education card by taking the current online Hunter Education course and live fire range session.

Staff have begun analyzing hunter education student data to identify various student trends.

### **Trapper Education**

Staff have begun planning upcoming trapper education events with the intent to possibly offer a winter class after most hunting seasons have ended.

S. Forlenza began working with R3 program staff to propose a Winter Fur Handling Workshop for new trappers to improve their fur handling skills. This fantastic opportunity has been offered for the third year in a row.

### **Miscellaneous**

K. Griglak attended the Warren County Federation of Sportsmen's Clubs meeting as a Division Representative during the report period.

### **R3 Hunting & Shooting Program (Joe Leskie, Tiffany Woolley, Courtney Venuti)**

R3 Staff conducted two Butchering Workshops in partnership with Hunters Helping the Hungry (HHH), Growmark FS in Bloomsbury and the Heritage Guild of Branchburg. There was a total of 55 participants who attended this very popular program. The R3 Hunting & Shooting Program handled the promotion and registration for the Deer Butchering Workshops. K. Griglak also attended the workshops to handle registration and help with the butchering demonstrations. Prior to the workshops, staff sent out emails to the applicants to see if they were still planning on attending. This tactic helped with the no-show rates at the workshops. An individual survey was sent out and the analysis concluded that 100 percent of the participants would rate the skinning and butchering portion of the workshop great. 61 percent of the participants said that they are ready to process their next harvested deer while 34 percent would still like a little more time but are willing to try to process their next harvested deer and 5 percent are still not ready to process their own harvested deer. One hundred percent of the participants said this program was very informative and would recommend this program to others.

Staff continue to work on scheduling more butchering workshops for the future as this program is very desired.

The Sedge Island Women's Mentored Coastal Waterfowl Hunt participants were selected during the report period. Unfortunately, the Mentored Hunt was cancelled due to unsafe weather conditions with gusts of wind over 50 mph. Due to the cancellation, staff offered a two-hour virtual Waterfowl Hunting Presentation on Thursday, December 5, 2024, presented by Principal Wildlife Biologist J. Leskie. Five participants attended the virtual presentation. Staff also offered a Mentored Waterfowl Hunting Opportunity on Saturday, December 14, 2024, at the Tuckahoe Wildlife Management Area (WMA). There were three participants who attended. All three participants were able to experience a great morning waterfowl hunting for puddle ducks in the Tuckahoe Impoundments. After the morning hunt, staff showed participants how to clean and process harvested waterfowl as well as answer any questions. All eight selected participants will be invited back for the 2025 Sedge Island Mentored Coastal Waterfowl Hunt.

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

R3 Tuckahoe Managed Waterfowl Hunt staff continue to work the second split of the south zone for the Tuckahoe Managed Waterfowl Hunt. A total of 130 waterfowl hunters (41 groups) have had the opportunity to hunt. Forty-two (42) ducks were harvested. Species consisted of: Teal, Black ducks, Ruddy ducks, Merganser and Mallards. In addition, five groups took advantage of the program's Decoy Loaner Program.

T. Woolley continues to make every effort to fill any cancelled blinds for the Tuckahoe Managed Waterfowl Hunt Program. Blinds are filled by a random lottery draw from this season's lottery applications and have been going smoothly.

Staff worked on the northern impoundment which included checking water levels and blind placement. Staff repaired grass camouflage on the blinds as well as replaced "Gate Closure" and "Hunters Ahead" signs on the north and south side of the impoundment. Staff have also continued to collect exit surveys from hunters, totaling 130 thus far.

### **R3 Miscellaneous**

C. Venuti completed work on the R3 Hunting and Shooting Sports Fall 2024 newsletter and forwarded to J. Leskie for review. J. Leskie posted the Newsletter on the R3 website. Staff completed the Winter R3 Hunting and Shooting Sports newsletter to be released by the end of the year. Topics include an update on the Tuckahoe Managed Waterfowl Hunt, summary of the Women's Introduction to Sporting Clays Workshop, announcement for the Women's Mentored Coastal Waterfowl Hunt, coverage of the 2024 Deer Butchering Workshops, summary of the Annual Take A Kid Youth Pheasant Hunt, summary of the Introduction to Muzzleloader/Rifle Workshop, summary of the Introduction to Small Game Hunting Workshop, a featured recipe, an update on the Black Bear Season harvest data, and an update on the Fall Turkey season.

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

Staff processed and approved NASP Easton Foundation grants for an existing school for up to \$400.00. This brings the 2024-25 season grant funding total to \$12,100.00 provided to seven new and four existing schools for use toward NASP archery equipment purchases. Efforts continue to

assist schools that are evaluating their participation in this year's Easton Foundation Grant offer. This funding opportunity provides a valuable cost reduction in a school's archery equipment expenses.

Staff prepared and sent out email communications for the following upcoming school-based tournament opportunities: First Annual Warren Hills Snowball Shoot and the 2025 NJ NASP/IBO 3-D Challenge.

This is the first year for the Snowball Shoot and it gives New Jersey schools the chance to better prepare for the upcoming annual state tournaments. It will be held on Saturday, February 15 at Warren Hills Regional High School.

The 2025 NJ NASP/IBO 3-D Challenge is an annual New Jersey State Tournament being held on Saturday, March 1 at Warren Hills Regional High School. Placing and qualified schools that participate earn the opportunity to move on to the 2025 U.S. Eastern National NASP/IBO 3-D Challenge held April 8 - 10 at the Kentucky Exposition Center in Louisville, KY. NASP National tournaments not only provide prizes and awards to participating schools/students, but there are also numerous scholarships awarded to qualified winners as well as random ones just for being there.

Staff conducted a NASP Basic Archery Instructor (BAI) certification training at Harmony Township Elementary School. The new 2024-25 school season started in August. This brings the number of teachers certified in the 2024-25 school season to 23. The total number of new schools added to the program during the 2024-25 season remains at six.

Staff sent out requests to school administration personnel requesting status updates on teachers that show up as "undeliverable" to NJ NASP Announcements sent via email. This communication often triggers the opportunity to get replacement teachers certified to teach the program and helps prevent programs from becoming inactive.

Staff prepared the announcement of the 2025 NJ NASP Virtual State Bullseye Tournament and will be ready to send it out in the coming week. This is a virtual tournament that occurs from February through March each year. Qualifying winners in each school division (Elementary, Middle and High School) may participate in the NASP Eastern National Bullseye Tournament which occurs May 8-10 in Louisville, KY. Qualifying winners of the tournament may participate in the 2025 NASP Championship June 5-7 in Myrtle Beach, SC.

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

Staff continues to communicate with various schools and organizations inquiring about the NASP program and how to become certified along with providing assistance to existing schools and organizations.

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

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

The facility has been winterized for the season. One boat remains in the water in anticipation of an onsite bulkhead meeting in December or January.

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

Staff continues to troubleshoot any issues with teachers. A reminder for how to care for tanks during winter break was sent to teachers as well. Staff met with the Bureau of Freshwater Fisheries to discuss streamlining the trout release permitting process.

### **Angler R3**

An *Ice Fishing Seminar* was held on November 16 at the Morris County Library in Whippany with David Alexander, a local educator with extensive ice fishing experience as the seminar presenter. Fourteen (14) participants attended the program. Participants ranged in age from 18 to 70+ and half of the participants identified themselves as an experienced angler. The seminar began with crucial ice safety information and gear and provided participants with hands on opportunities to practice setting up a tip-up and tying ice fishing leaders.

Two fishing seminars are scheduled for 2025 in partnership with the Bureau of Freshwater Fisheries. The first seminar will focus on bass fishing and is planned for January 25 at the Batsto Village Visitor's Center and will be given by Freshwater Fisheries Principal Biologist Chris Smith. A second seminar on northern pike is scheduled for February 8 at Middlesex Public Library (Middlesex County) and will be given by Freshwater Fisheries Assistant Fisheries Biologist Justin Rozema.

A *Fishing Education Instructor Training* is scheduled for March 16. This training is for new instructors who are interested in volunteering to assist with fishing education programs.

Staff have performed site assessments for new locations to be utilized for *Community Fishing Meetups* focusing on Bergen, Essex, Hudson, and Union counties. The goal is to offer a gathering in each of these counties as these areas are listed in the *Angler R3 Plan* as prime target locations (largely urbanized with less than 3% of the county's population being active anglers).

### **Other**

The Governor's Surf Fishing Tournament brochure was updated. J. Carlucci updated the 2025 poster and created a new QR Code for online tournament registration.

Staff attended a *Green Eggs and Sand* planning meeting. New Jersey will be hosting the workshop in 2025 at The Wetlands Institute on May 3-4, 2025.

## **WILDLIFE EDUCATION AND OUTREACH (Karen Byrne, Jessica Griglak, Liz Jackson, Adam Pollinger)**

### **Pequest Natural Resource Education Center**

No programs were held during this reporting period. Staff finalized the self-guided tour signs and continued to work on video content to incorporate into the tour.

The facility was used by Hunter Education.

### **Mobile Education Trailer (MET)**

During this reporting period, the MET was at the League of Municipalities annual conference held November 19-21.

2025 requests for the trailer are being processed.

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

A new HOFNOD Team was added during this report period. Staff from the Camden County Environmental Center attended the Team Leader Training in September and quickly completed the appropriate forms to get their team created. The team consists of ten youths.

Staff is preparing for the 10<sup>th</sup> Annual Hooked on Fishing Youth Fishing Challenge. Host sites are signing up, and event supplies are being gathered. The event will take place June 7 (free fishing day) and June 8. Lake Lenape in Atlantic County has been designated the main location and will have staff present.

Staff is coordinating 2025 events for *Sisters Afield* and the broader Hooked on Fishing program.

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

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

Five news updates were posted in November.

Two job openings were also published.

One new page was created as well.

Additionally, 16 event posts were updated or edited during the report period.

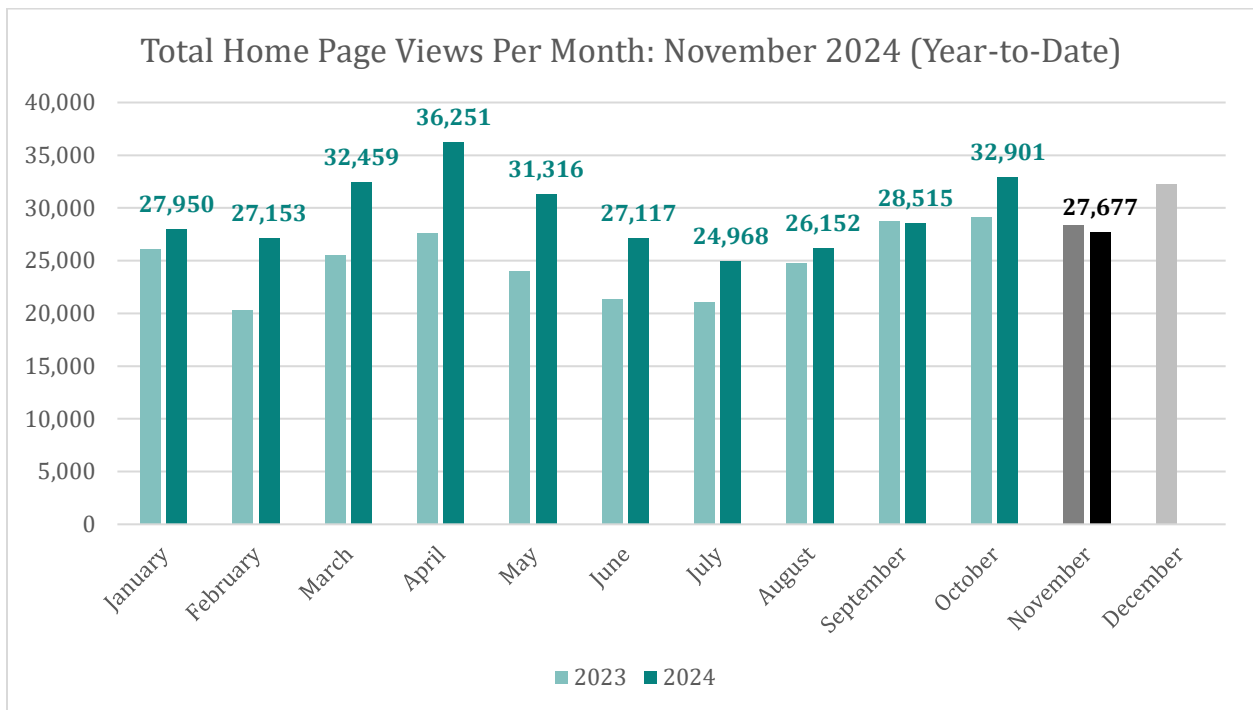
Approximately 59 pages were revised/updated throughout this duration.

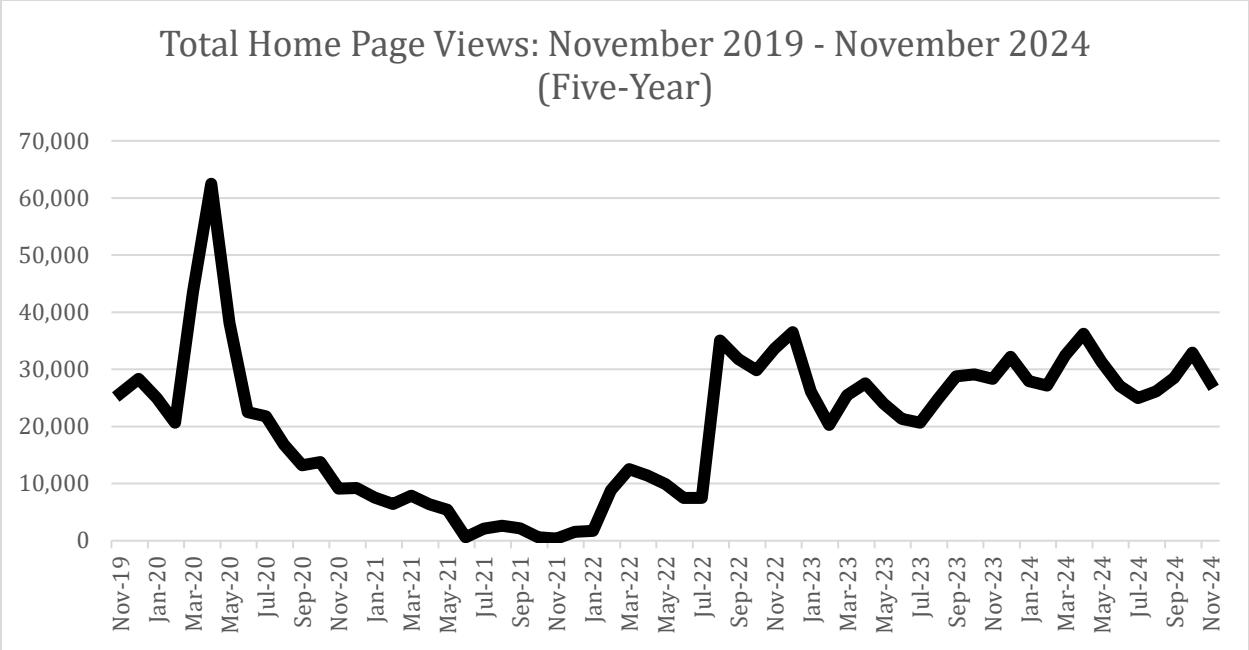
Approximately 85 documents were edited in or converted to PDF format. These included: Bureau Reports (9) in one .zip file; Meeting Documents (16) in two .zip files; Minutes/Notices/Agendas (9); Job Descriptions (2); and others (57).

Forty-four images were also edited and posted.

### **Analytics – Home Page**

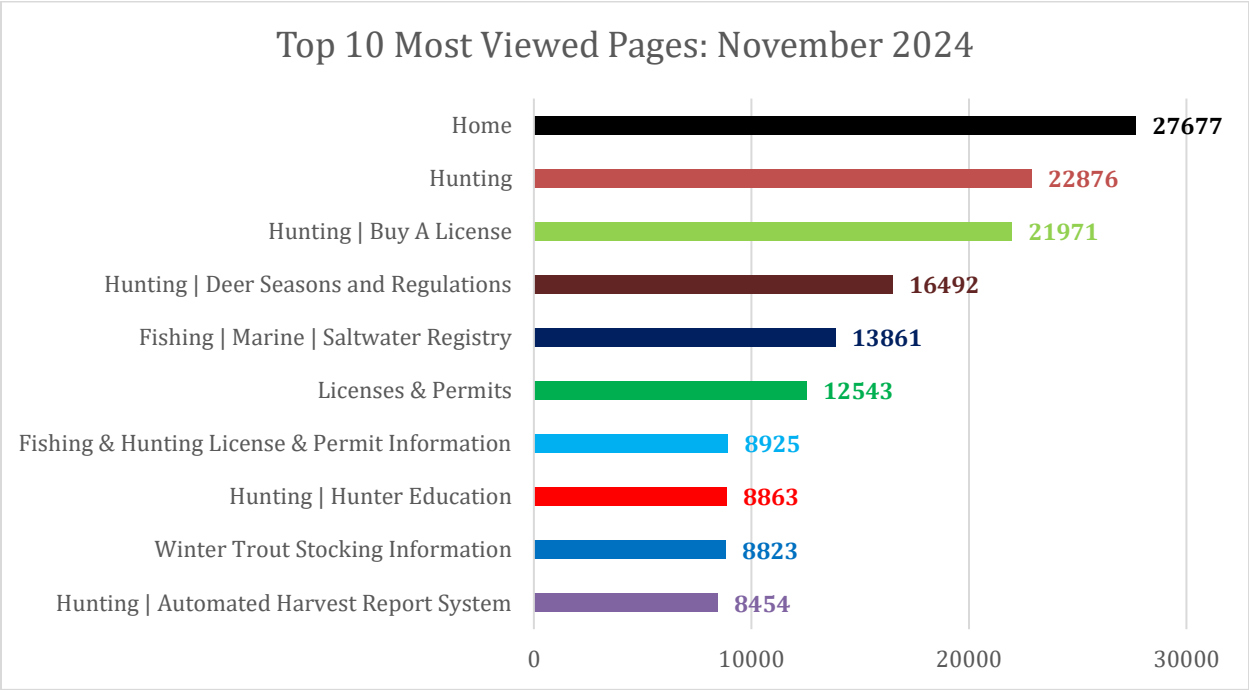
The number of views on the home page this November was 27,677; an average of about 923 views per day. It is a decrease of 5,224 views from the previous month of October (32,901) and a decrease of 681 views from November of the previous year (28,358).





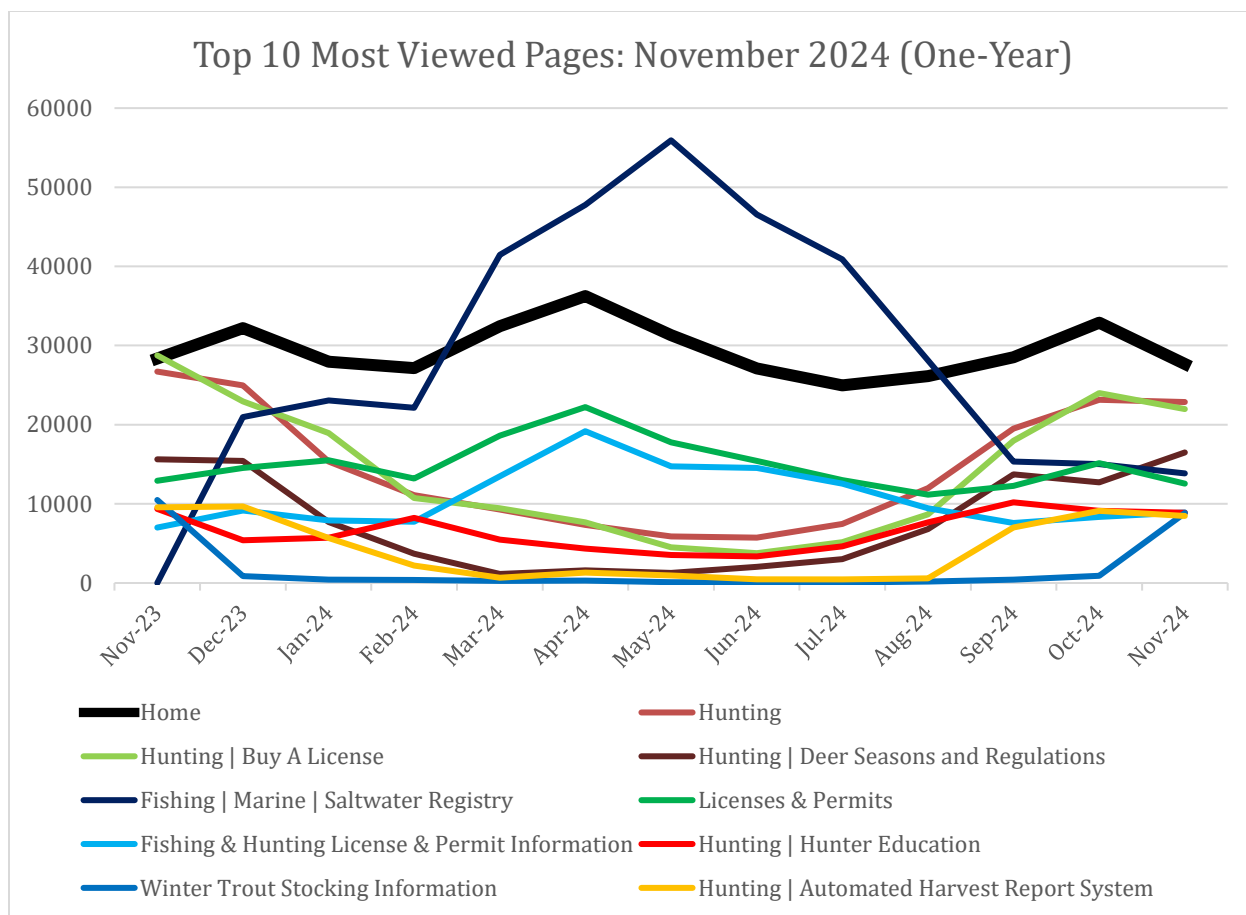
**Analytics**

The top 10 most viewed web pages in the month (including the home page) are shown below:



Also shown below are the performances of this month’s top 10 pages since the previous year:





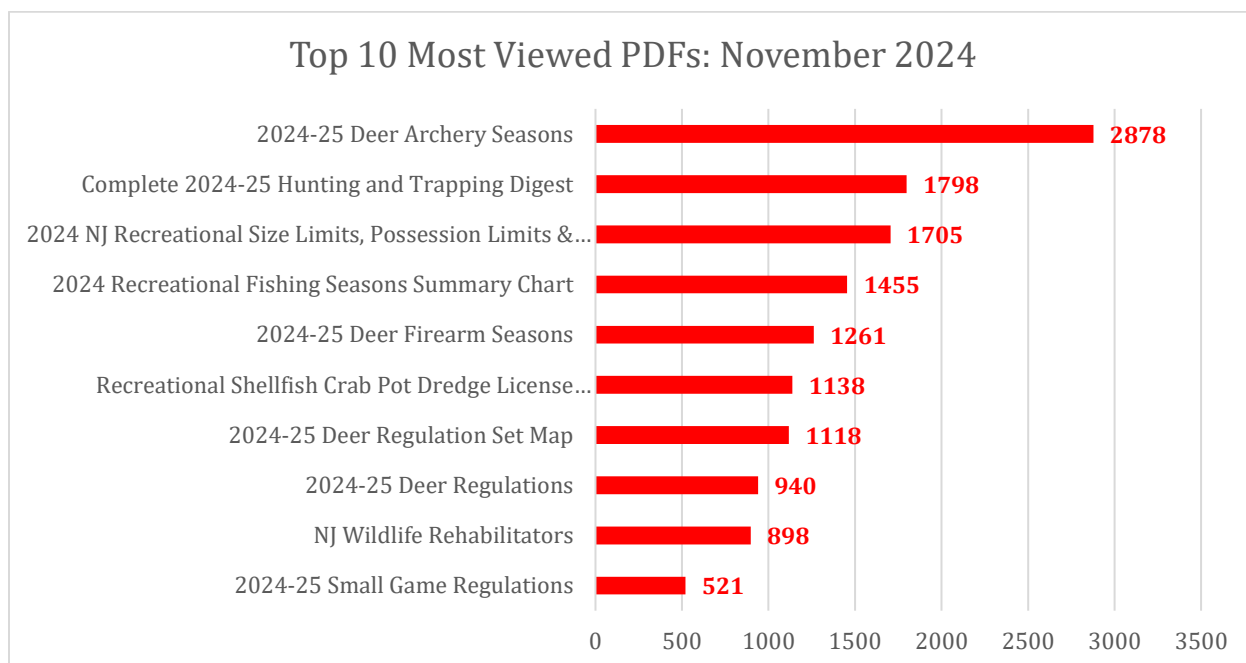
Rank	Page Name	Views
1	<a href="#">Home</a>	27,677
2	<a href="#">Hunting</a>	22,876
3	<a href="#">Hunting   Buy A License</a>	21,971
4	<a href="#">Hunting   Deer Seasons and Regulations</a>	16,492
5	<a href="#">Fishing   Marine   Saltwater Registry</a>	13,861
6	<a href="#">Licenses &amp; Permits</a>	12,543
7	<a href="#">Fishing &amp; Hunting License &amp; Permit Information</a>	8,925
8	<a href="#">Hunting   Hunter Education</a>	8,863
9	<a href="#">Winter Trout Stocking Information</a>	8,823
10	<a href="#">Hunting   Automated Harvest Report System</a>	8,454

Other popular pages on the website were:

Rank	Page Name	Views
11	<a href="#">Hunting and Trapping Digest</a>	8,202
12	<a href="#">Pheasant and Quail Stocking Maps</a>	8,007
13	<a href="#">Bears</a>	7,038

14	<a href="#">Migratory Bird Season Information and Population Status</a>	6,945
15	<a href="#">Fishing</a>	5,977
16	<a href="#">Freshwater   Buy A License</a>	4,780
17	<a href="#">Upland Game Bird Seasons and Regulations</a>	4,590
18	<a href="#">Freshwater   Fall Trout Stocking Schedule</a>	4,360
19	<a href="#">Marine   Striped Bass Bonus Program</a>	4,055
20	<a href="#">Range Information</a>	3,828

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	<a href="#">2024-25 Deer Archery Seasons</a>	2,878
2	<a href="#">Complete 2024-25 Hunting and Trapping Digest</a>	1,798
3	<a href="#">2024 NJ Recreational Size Limits, Possession Limits &amp; Seasons</a>	1,705
4	<a href="#">2024 Recreational Fishing Seasons Summary Chart</a>	1,455
5	<a href="#">2024-25 Deer Firearm Seasons</a>	1,261
6	<a href="#">Recreational Shellfish Crab Pot Dredge License Application</a>	1,138
7	<a href="#">2024-25 Deer Regulation Set Map</a>	1,118
8	<a href="#">2024-25 Deer Regulations</a>	940
9	<a href="#">NJ Wildlife Rehabilitators</a>	898
10	<a href="#">2024-25 Small Game Regulations</a>	521

## **Additional Activities**

Additional activities included bi-weekly Outreach Group meetings and Commissioner's Updates.

## **WILDLIFE INFORMATION/PUBLIC OUTREACH (Linda DiPiano)**

### **GovDelivery (Listserv) Messages**

Ten (10) email messages were drafted and sent to various e-mail lists and outdoor writers. Assistance was provided to staff for six (6) additional messages.

1. Support Nantuxent WMA (11/18/24)
2. Youth Firearm Deer Day this Saturday 11/23 (11/19/24)
3. Winter Trout Stocking Monday and Tuesday! (11/20/24)
4. Remember to Claim your Beaver/Otter Permit! (11/21/24)
5. Permit Muzzleloader Season Antlered Buck Permit Deadline Dec. 2! (11/26/24)
6. 2025 Licenses Available Now! (12/2/24)
7. On Giving Tuesday, Help Protect New Jersey's Wildlife Habitats! (12/3/24)
8. Segment B of 2024 NJ Bear Hunt Begins Monday, Dec. 9 (12/4/24)
9. Six-Day Firearm Begins Monday, Dec. 9 (12/5/24)
10. Hunters Permitted to Take Fallow Deer During Deer Seasons in Zones 23 and 24 (12/9/24)
11. Permit Shotgun Season Antlered Buck Permit Deadline Dec. 18! (12/12/24)
12. Support Beaver Brook WMA (12/13/24)

### **GovDelivery List Numbers To Date**

	12/1/2024
Freshwater Fishing	63117
Hunting	44291
Marine Fishing	59390
Wildlife	41129
Education	36237
Endangered Species	32554
Shellfish	38804
Outdoors	46920
Sparta Mt.	28146
CHANJ	32472
Marine CARES Act Information	17522
Marine Fisheries Grant and Assistance Information	5305

Total	445887
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## **Responses to the Public Email Address**

Approximately 240 email messages were received through the public email address. All were directly responded to or forwarded to agency staff for response, all others required no response.

## **Outstanding Deer Program**

Thirty-eight (38) applications (29 adults and 9 youth in 14 categories) have been received for the 2025 Deer Classic. One adult entered two deer in the same category and one youth entered in two separate categories.

Participants will be notified by email by Friday, December 20 regarding their ranking and some information regarding the April 26 Deer Classic.

The Deer Classic will occur on April 26, 2025, during the NJ State Federation of Sportsmen's Clubs Annual Convention and Sportsman's Jamboree at the Gloucester County Dream Park in Logan Township.

## **Freshwater Fishing Digest**

The fourth pass of the digest was received back from the publisher on November 19, 2024, and was immediately sent to Freshwater Fisheries staff with a due date of November 25, 2024.

Received fourth pass edits back from Freshwater Fisheries on November 22. Reviewed all edits and uploaded the pass to the publisher on November 25.

The final passes of the digest were received from the publisher on December 2 and 3 and were immediately sent to Freshwater Fisheries staff for final approval. The digest was fully approved and signed off on December 3.

The Digest mailing list was sent to the publisher on December 4, and the printing manifest was signed off on December 5.

## **Marine Digest**

Received the working copy of the 2025 Marine Digest from the publisher and sent it to the Bureau of Marine Fisheries to get an early start.

Received the working copy edits back from Marine Fisheries staff on November 26. I am in the process of reviewing and editing the working copy and the proposed article.

## **Hunting and Trapping Digest**

Currently working on changes to copy.

## **Wildlife Conservation Corps**

The Wildlife Conservation Corps now has 4,880 members.

There were no volunteer opportunities available during this reporting period.

## **Other**

Attended a meeting at Pequest regarding design and construction of the new exhibit hall with DPMC Representative Jason Freeborn.

Toured the Atlantic City Sheraton again to get reacquainted with the space for the 2025 Association for Conservation Information conference. The Bureau of Information and Education will host the event in July 2025 for our counterparts from other state and federal agencies nationwide.

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

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

Staff Asked to Submit Photos/Videos for 2024 Slideshow  
Welcoming Our New Leadership Team Members: Kristen Meistrell and Pete Winkler  
November Bureau Reports  
NOV Posting - NJFW (Conservation Police Officer 1)  
Passing of Retired OMCC Administrator Ken Bruder  
Hunter & Angler Account Spending – Prior Approval Necessary

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

As stated earlier, approximately **240** email messages came into the public email address. All were directly responded to or forwarded to agency staff for response. A small percentage (i.e., unsolicited advertisements, etc.) required no response.

Assisting the public with their questions via email is an involved process. Every effort is made to not forward messages to colleagues unless absolutely necessary. Regulation/law enforcement issues are always vetted through BLE so that the correct information is given out. Most of the

responses can be handled by I&E; those that require in-depth information are forwarded to the appropriate programs.

During this reporting period, the majority of questions had to do with deer hunting and associated regulations. There were also numerous complaints regarding pheasant stocking. Other notable topics included inquiries regarding employment opportunities, acquiring safety zone signs, complaints about individuals feeding wildlife and reports of coyotes/foxes with mange.

## **Other**

- The Bureau of Information and Education's Monthly Report for October was compiled and edited.
- Staff boxed up the I&E file cabinet in Trenton for transport to SRO.
- 17 boxes of Trenton materials were received at SRO and staff is currently organizing and sorting through them.

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

*NJ State Museum* video – I have been selected to produce a variety of video segments for the Fish & Wildlife State Museum exhibit next year. These videos will highlight many topics including – Delaware Bay, Atlantic Coast, Species of Success, ENSP's Connecting Habitat Across New Jersey (CHANJ), Pinelands, Piedmont Bird Boxes and the Delaware River. Currently, I have edited a number of videos for each regional segment or topic including: Migratory Birds of the Delaware Bay, Horseshoe Crabs of the Delaware Bay, The Delaware Bay Finfish Survey, Piedmont Bird Box, American Kestrel Banding, the Whiting Natural Resource Stewardship Plan, Forest Fire Prescribed Burns, Endangered and Nongame Species Conservation Act, the Invasive Silty Pond Mussel, Beach Nesting Birds of the Atlantic Coast, Shell Recycling Program and the Skylands region of New Jersey. These productions will play on a loop within the NJDEP Fish and Wildlife exhibit at the NJ State Museum starting in April and run for one year until April 2026.

*Scotch Bonnet Marsh Enhancement* project – The I&E video production team is involved in covering the ongoing marsh enhancement work at Scotch Bonnet Island. This is a partnered project with The Wetlands Institute. We went down and filmed aerial footage of the work and will continue to cover this project over time and highlight the positive benefits of the enhancement.

*2024 Year in Review* video – A video of the many projects and programs completed by Fish & Wildlife staff over the past year was produced.

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

### **Facebook**

The NJFW Facebook (FB) page had **53,105 followers** at the end of this reporting period.

**18** 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, Youth Day Firearm Deer Hunt, Winter Trout Stocking, Landlocked Salmon Stocking, Complete your Saltwater Registration, 2025 licenses are available now, Giving Tuesday WHSP promotion, CPO employment opportunity, Delaware Bay Trawl Survey reel, CPO toy drive, Six-Day Firearm Season, donate your deer to Hunters Helping the Hungry, and WMA of the Month.

**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):

**11/20** – Winter Trout Stocking – reached **166,584** people, **823** interactions (86% of the views were not following our page)

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

### **Instagram**

The NJFW Instagram page had **18,988 followers** at the end of this reporting period.

The total organic reach of the NJFW Instagram page during this reporting period was 19,763 people.

**17** 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, Youth Day Firearm Deer Hunt, Winter Trout Stocking, Landlocked Salmon Stocking, Complete your Saltwater Registration, 2025 licenses are available now, Giving Tuesday WHSP promotion, CPO employment opportunity, Delaware Bay Trawl Survey reel, CPO toy drive, Six-Day Firearm Season, donate your deer to Hunters Helping the Hungry, and WMA of the Month.

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 –**

**12/3** – CPO employment opportunity – reached **11,271** people with **859** interactions.

Staff monitored and responded to comments and private messages.

### **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.
- An Outreach Group meeting was attended.
- WMA of the Month content and UTM campaign links were created for use on the website, GovDelivery emails, and social media and shared with appropriate staff for distribution.
- Google Analytics data was monitored for the WMA of the Month campaign.
- Google Analytics data reports were generated for the webmaster for top clicks on the NJF&W website and PDFs.
- Winter Trout stocking at Furnace Lake was photographed.
- Beaver Brook WMA was photographed, and photos were uploaded onto the V: drive.
- A meeting was attended to discuss an upcoming DEP social media campaign.

### **OUTREACH GROUP (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.

New Jersey Fish and Wildlife's FY2024 black bear multi-media outreach campaign concluded its fall bear activity period pulse. Final campaign results will be provided this winter at which time millions of residents will have been reached in their homes and on their mobile devices with bear safety information.

A marketing firm vendor was hired to implement an FY2025 statewide black bear multi-media outreach campaign. Fish and Wildlife's campaign will commence this spring with peak marketing coinciding with the spring, summer and fall bear activity periods.



Price quotes were obtained for various bear outreach purchases, including updating and reprinting all bear safety publications, translating and producing a Spanish brochure, acquiring a new vehicle for use when conducting seminars/staffing the bear exhibit, and various giveaways.

Content was developed to promote the 2<sup>nd</sup> edition Wildlife Habitat Supporter Program sticker on Giving Tuesday.

Meetings were held to discuss DEP Office of Communications' *Wild About New Jersey* social media campaign and with BearWise to discuss tailoring their informational bear safety materials.

## **BLACK BEAR EDUCATION PROGRAM (Stephanie Getto)**

### **Bear Presentations and Exhibits**

A total of 11 presentations and one exhibit spanning six counties were given, reaching 384 people.

<b>Program Type</b>	<b>Date</b>	<b>Location</b>	<b>Attendees</b>
Presentation	11/18/2024	NJ Water Supply Authority (Monmouth)	25
Presentation	11/19/2024	East Amwell Township School (Hunterdon)	45
Presentation	11/20/2024	Hope Township School, 3 <sup>rd</sup> - 5 <sup>th</sup> grades (Warren)	45
Presentation	11/21/2024	Cub Scout Pack (Morris)	49
Presentation	11/25/2024	Sparta Middle School (Sussex)	100
Presentation	12/3/2024	Hope Township School, K - 2 <sup>nd</sup> grades (Warren)	40
Exhibit	12/12/2024	Cub Scout Pack 45 (Bergen)	80
<b>TOTAL</b>			<b>384</b>

### **Bear Literature Distribution**

A total of 653 pieces of black bear safety literature were distributed across six counties.

<b>Literature Type</b>	<b>Amount Distributed</b>
English Brochures	295
Spanish Brochures	0
Kids' Activity Books	229
Camper Cards	129
Tyvek Signs	0
<b>TOTAL</b>	<b>653</b>

### **Bear Lesson Plans**

Collaborated with Bear Project staff to continue the development of an original bear education plan to provide teachers with classroom activities about black bears in New Jersey.

**Other**

Assisted with Black Bear Check Station at the Whittingham and Pequest locations.

Worked with BearWise on amending their outreach materials to make them suitable for our website.

Attended a Fish and Wildlife Experience for new employees.

Assisted staff with updates to bear webpages.

Assisted staff with designing and ordering new bear outreach materials.

Continued updating bear exhibit displays.