



BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT

Al Ivany, Chief

December 16 – January 15, 2025

HUNTER EDUCATION/ R3 HUNTING & SHOOTING PROGRAM/ NASP

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

Hunter Education staff are working on supply inventory, instructor training meetings and scheduling upcoming Hunter and Trapper Education classes for the spring. Classes will resume in mid-March with registration opening in mid-February.

Staff received 47 requests for duplicate Hunter Education cards during the reporting period. Of these requests, 78 individual disciplines were able to be located while seven were not. Staff notify constituents via email which includes instructions on how to obtain duplicate Hunter Education cards or with links on how to complete Hunter Education to obtain a new Hunter Education card.

Staff received 60 voicemails to the Hunter Education line during the reporting period. The highest percentage of calls (27%) were for miscellaneous Hunter Education needs. This can include remedial requests, challenges with obtaining a youth CID number, merging profiles, confusion about requirements for the All-Around Sportsman license, and other topics. The second highest percentage of calls (23%) were for duplicate Hunter Education requests as addressed above. The third highest percentage of calls (20%) were for non-residents.

A total of 490 emails were fielded during this reporting period. These emails include 124 non-resident hunting license unlocks. Unlocks this time of year are most often hunters from other

states looking to take advantage of our coastal waterfowl opportunities. Additionally, 12 rifle permit unlocks were completed during this period.

Two students completed remedial sportsmen education during this period. Remedial sportsmen education is a requirement for license reinstatement of individuals who have had their hunting and fishing licenses suspended due to violations.

J. Leskie met with the Office of Business Administration to discuss specifics to the Hunter Education Federal Aid Grant and budget for the remainder of the fiscal year. The meeting involved Grant Coordinator K. O'Neill and V. Chainey. Edits and reallocations were discussed.

Trapper Education

S. Forlenza conducted a two-day "in-house" trapper education course for two new conservation police officer recruits as part of their training.

Staff prepared for an upcoming winter trapper education class and fur handling workshop. The trapper education class will be the first one held in the winter. It filled in only three days. The fur handling workshop scheduled for the following day has been very well received over the past two years and has been highly requested by new trappers. Registration is filling quickly.

S. Forlenza attended and presented at the New Jersey chapter of Backcountry Hunter and Anglers' webinar as a guest to discuss the benefits of trapping and how to get involved.

Miscellaneous

K. Griglak worked with Hunterdon County Parks and the Spruce Run Chapter of the National Wild Turkey Federation to conduct a Wounded Warrior event at Heron Glenn Golf Course. This annual hunt benefits the park system's deer management goals while providing recreation to a group of disabled hunters that wouldn't easily be able to hunt without a program like this. Maintenance has been done on the track chairs in preparation for the hunt which is scheduled for the third week of January.

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

Staff have been working on the logistics for two R3 Turkey Hunting and Calling seminars. Staff partnered with the National Wild Turkey Federation (NWTF) to offer these seminars. The first will take place at the Pequest Trout Hatchery and Natural Resource Education Center in Warren County on March 1, 2025. The second one will take place at Batsto Historic Village in Burlington County on March 15, 2025. Staff will continue to work on registration forms and logistics for the day of the program. Registration for both seminars will be open in February. A Social Media post and GovDelivery message will be sent out as well to promote these two events.

Staff have been working on the logistics for the 2025 R3 Women's Mentored Turkey Hunt scheduled to take place from Sunday, April 27 to Tuesday, April 29, 2025. This three-day

workshop will be open to women 18 years and older who have some hunting experience. The workshop will cover the life history and biology of turkeys, hunting regulations, equipment, scouting, shotgun patterning at the range, hunt preparation, and turkey calling. Staff will continue to work on the registration forms and logistics for this workshop.

R3 Tuckahoe Managed Waterfowl Hunt

Staff continued to administer the Tuckahoe Managed Waterfowl Hunts during the reporting period. Thirteen regular season hunt dates resulted in 93 waterfowl hunters (13 groups) who were able to take advantage of the opportunity. During these dates, a total of 27 ducks were harvested consisting of: mallards, mergansers, and black ducks. Four of those groups took advantage of the R3 Decoy Loaner Program.

Staff worked on the north and south sides of the impoundments checking water levels as well as working on path maintenance for hunters to easily get to the blinds. This included moving reflectors and redirecting paths to avoid deep mud and impoundment holes. Staff continued to collect hunter exit surveys for analysis of the program.

Staff continue to make every effort to fill cancelled blinds for the Tuckahoe Managed Waterfowl Hunt Program. Blinds are filled by a random lottery draw from this season's lottery applications.

R3 Miscellaneous

T. Woolley reached out and scheduled pick-up and delivery of one-day hunting licenses for an annual Gallant Heart Disabled Veterans Pheasant Hunt scheduled for February 15, 2025, in Salem County. A total of 24 veterans are currently registered. The Gallant Heart organization brings wounded Purple Heart recipients to New Jersey for a weekend of outdoor fun and camaraderie.

R3 Hunting & Shooting Program-NASP® (Joe Leskie, Craig Decker)

Staff processed and approved a NASP Easton Foundation grant for an existing school. This brings the 2024-25 season of providing funding to seven new schools and five existing schools for a year-to-date total of \$12,500.00 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 an announcement for the following upcoming school-based tournament opportunity: 2025 NJ NASP Virtual State Bullseye Tournament. This is an annual event held virtually and will occur this year February 3 – March 28. It involves staff visiting each participating NJ NASP school to officiate and certify the event. Staff coordinate the tournament schedule as school coaches register their participation. Only NASP schools that teach the program during school hours qualify to participate. All schools/teams scores will be tabulated, and results will be published by April 4. Participation t-shirts and qualifying awards will be purchased and distributed to participating schools. Qualified state tournament winners then earn

the opportunity to participate in the 2025 NASP Eastern Nationals Bullseye Tournament. The announcement also included reminders of the upcoming First Annual Warren Hills Snowball Shoot scheduled for Saturday, February 15 at Warren Hills Regional High School (WHRHS) and the 2025 NJ NASP/IBO 3-D Challenge State Tournament held on Saturday, March 1 also at WHRHS.

Staff conducted a NASP Basic Archery Instructor (BAI) certification event at Helen Morgan School. Since August 2024, 30 teachers have been certified. The total number of new schools added to the program during the 2024-25 season remains at six.

Staff conducted a site visit at Lenape Regional High School in Medford (Burlington County) to meet with facilities management employees to assess proper installation of the archery range arrow curtain and overall setup.

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

Staff continue to field communication 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

Groups are being scheduled for the 2025 Sedge Island season. Intern applications are being received.

Trout in the Classroom (TIC)

Contact with teachers continues. A restock of fish is being planned for those schools that lost all their fish.

A Stream Workshop for TIC teachers is being planned for March 15 at Pequest.

A new program, called *Beyond TIC*, is being developed to train Trout Unlimited (TU) volunteers to provide in-school programming. A TU meeting was attended where the TIC and Beyond TIC programs were discussed with the state council. Our first training for TU will be held on March 29 at Pequest.

Angler R3

A 2024 end of season survey was sent to *Let's Go Fishing* and *First Catch Center* participants. This survey is used to assess if fishing participants have gone fishing on their own or what additional resources are required for them to feel comfortable fishing on their own.

Two upcoming fishing seminars are planned to engage current license buyers as outlined in one of the objectives in the Angler R3 Plan. A *Bass Fishing Seminar* will be held on January 25, at Batsto Village Visitor's Center and a *Northern Pike Fishing Seminar* will be held on February 8, at Middlesex Public Library. Both seminars were promoted to fishing license buyers from 2023-2025 with the subject heading "Winter Fishing Seminars." While the open rate and click-to-open rate were good, there were still several people who did not open the original email. To further promote the *Bass Fishing Seminar*, a second email was sent to those who did not open the original one with the subject line "Bass Fishing Seminar." The second email had a lower open rate but a higher click-to-open rate. Staff saw registration increase with 31 additional people registering for the seminar.

Education

The following meetings were attended: NJ Commission on Environmental Education, Envirothon Committee, and the State Museum.

Staff will be presenting two sessions, Climate Change and New Jersey's Wildlife and We're Still Here (Climate Change Message of Hope) at the Alliance for NJ Environmental Education's Winter Conference.

More interactive items have been completed for exhibit table/displays.

Other

A Governor's Surf Fishing Tournament meeting was attended. Brochures and posters are being printed. Tournament registration and high school category information have been posted on the website.

Staff assisted with the Fish Code Changes meeting held on the GoToWebinar platform.

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

Pequest Natural Resource Education Center

Group registration opened on January 2 with 18 groups registering for programs.

Mobile Education Trailer (MET)

2025 event requests for the trailer are being processed.

The trailer will be at the Fly-Fishing Show January 24-26, 2025, at the NJ Convention and Exposition Center in Edison.

Hooked on Fishing - Not on Drugs (HOFNOD) Program

The 10th Annual Youth Fishing Challenge will be held on Saturday, June 7 (Free Fishing Day) and Sunday June 8. An invitation for host sites went out with the incentive of receiving an extra special giveaway for those who register early. Nineteen sites took advantage of the incentive. Thus far, 26 sites are confirmed in 14 counties. Sites have until April 4, 2025, to sign up. Event supplies are being purchased. The main location, overseen by NJFW staff, will be Lake Lenape in Atlantic County.

Staff continue to coordinate 2025 events for Sisters Afield and the broader Hooked on Fishing program.

Staff hosted an alternative high school group at Pequest for an interpretive indoor hike and scavenger hunt held in the exhibit hall due to inclement weather.

WEBSITE ACTIVITY (Doug Rizio)

New and Updated Pages, Images, and Documents

4 news posts were published or updated in December.

1 job opening was also posted; 1 was deleted after its closing date.

Additionally, XXX events were posted or updated during the report period.

Approximately 0 web pages were edited throughout the duration of the month.

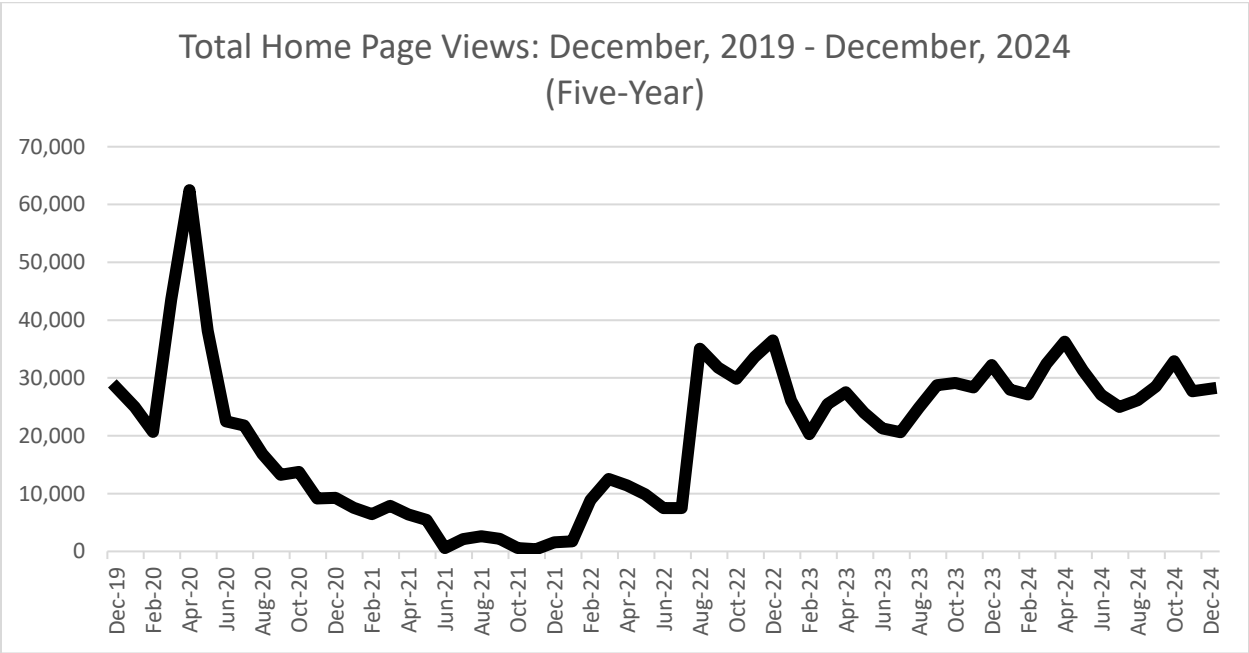
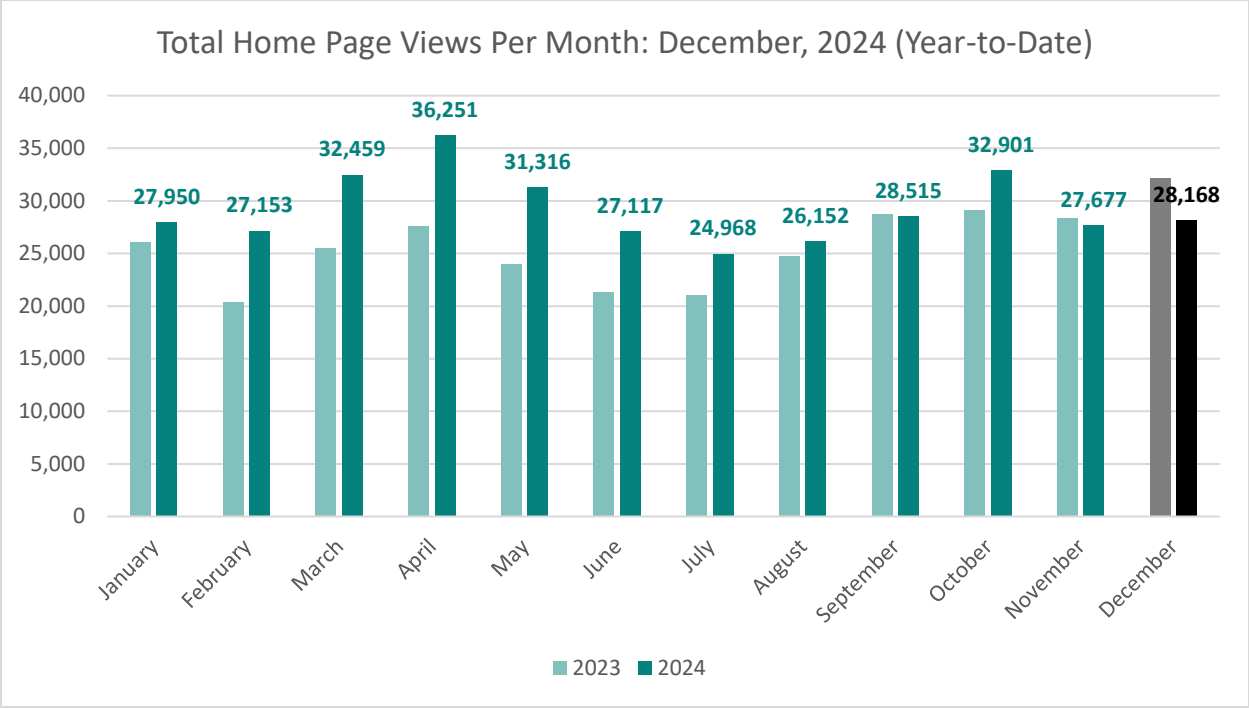
0 new pages were published as well; while 1 more page was deleted or merged into other pages.

An estimated 52 documents were edited or uploaded in PDF format. These included: Bureau Reports (9) in 1 .zip file; Meeting Documents (9) in 4 .zip files; Minutes/Notices/Agendas (5); Job Descriptions (1); Freshwater Fishing Digest segments (8); and others (20).

35 images and 0 videos were also edited and posted.

Analytics – Home Page

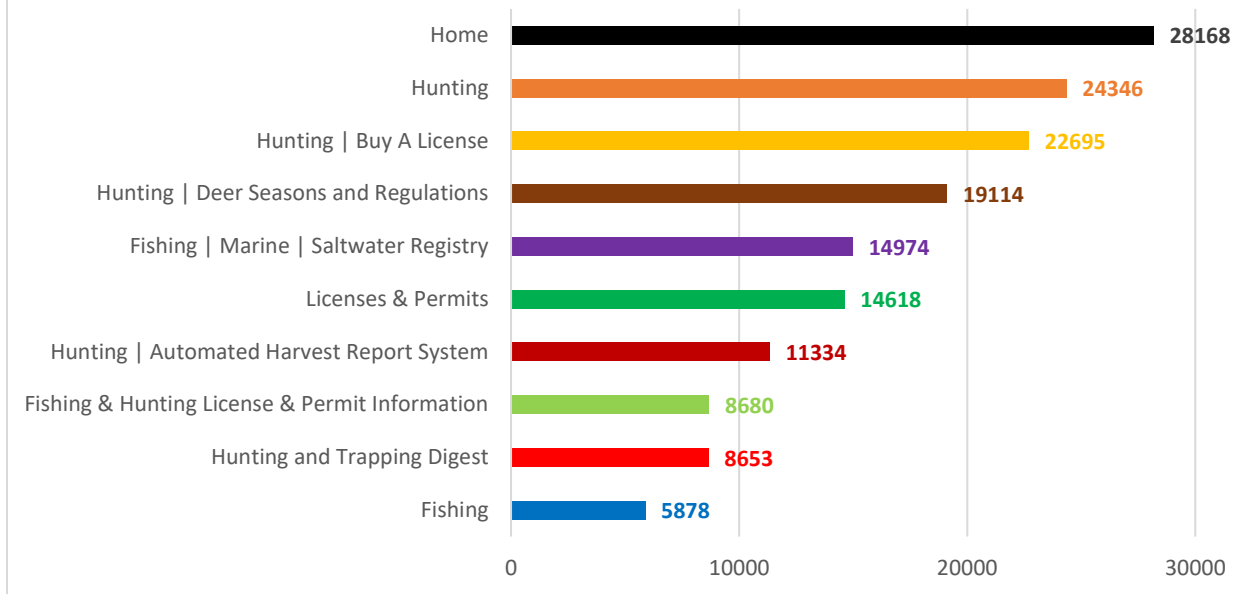
The number of views on the home page this December was 28,168; an average of about 909 views per day. It is an increase of 491 views from the previous month of November (27,677) and a decrease of 4,048 views from December of the previous year (32,216).



Analytics

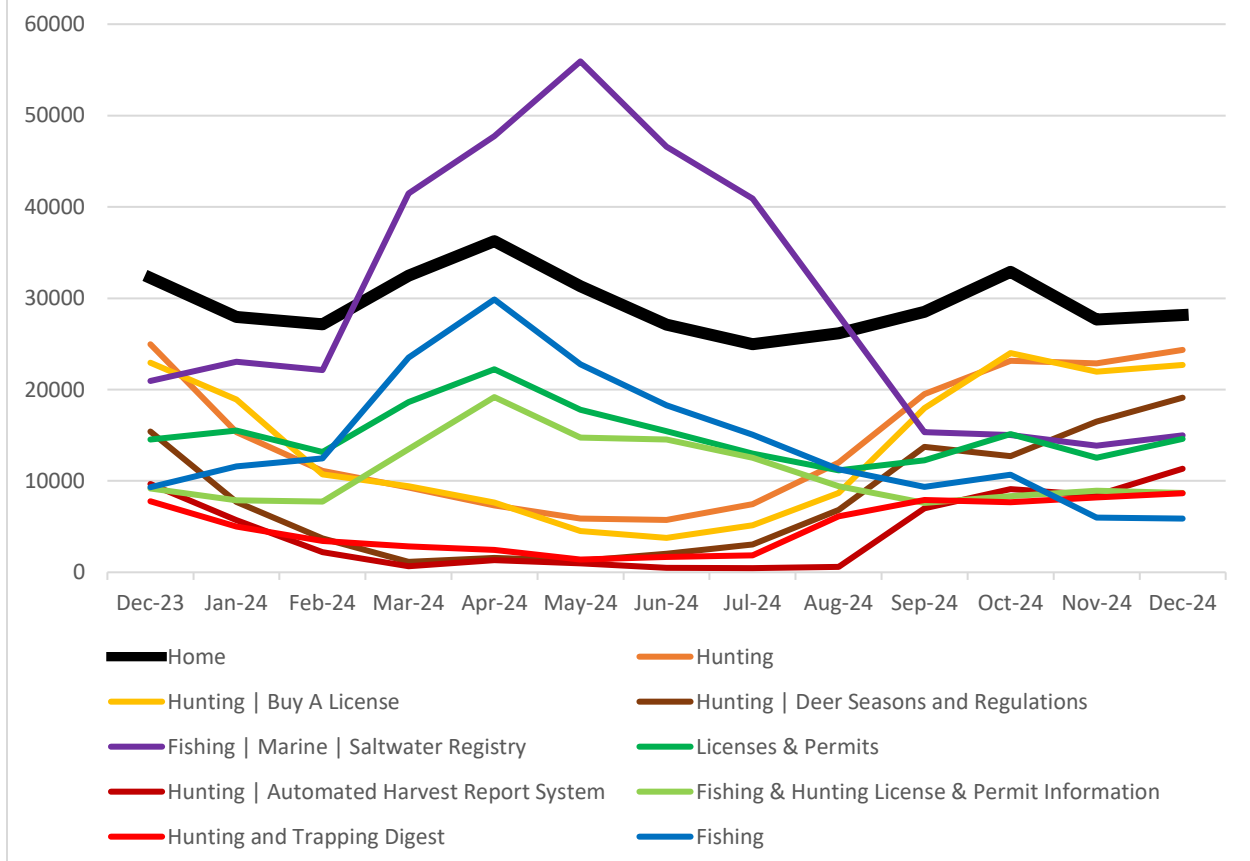
The top 10 most viewed web pages in the month (including the home page) are shown below:

Top 10 Most Viewed Pages: December, 2024



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

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

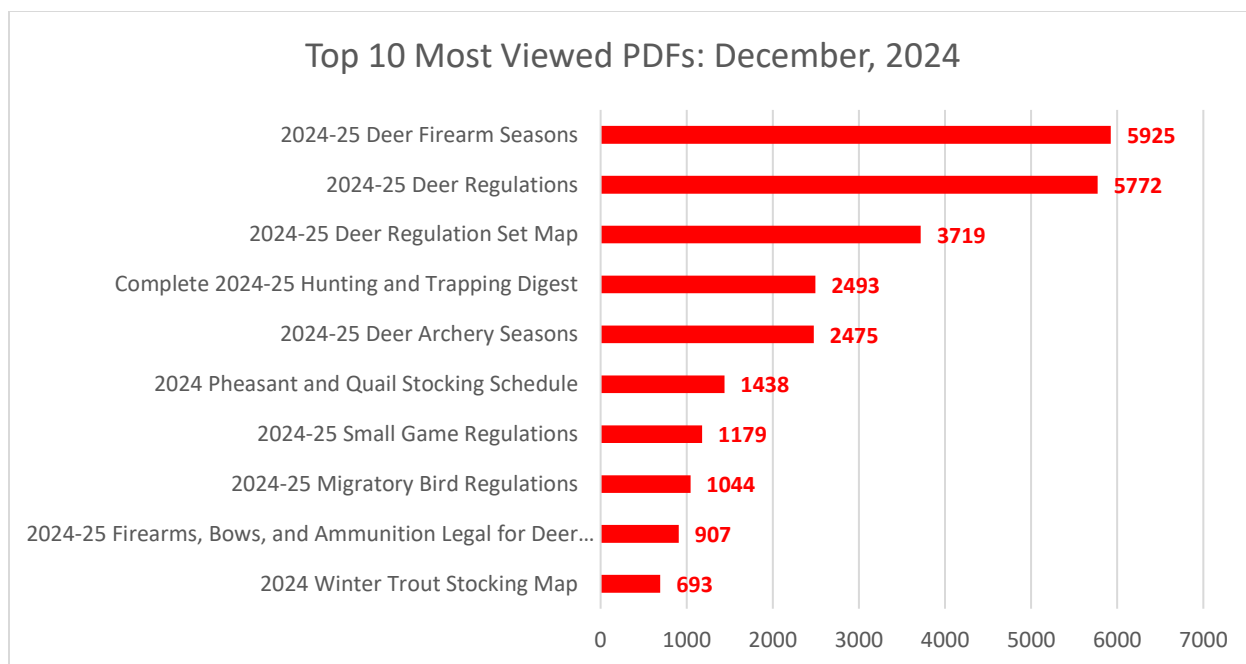


| Rank | Page Name | Views |
|------|--|--------|
| 1 | Home | 28,168 |
| 2 | Hunting | 24,346 |
| 3 | Hunting Buy A License | 22,695 |
| 4 | Hunting Deer Seasons and Regulations | 19,114 |
| 5 | Fishing Marine Saltwater Registry | 14,974 |
| 6 | Licenses & Permits | 14,618 |
| 7 | Hunting Automated Harvest Report System | 11,334 |
| 8 | Fishing & Hunting License & Permit Information | 8,680 |
| 9 | Hunting and Trapping Digest | 8,653 |
| 10 | Fishing | 5,878 |

Other popular pages on the website were:

| Rank | Page Name | Views |
|------|---|-------|
| 11 | Migratory Bird Season Information and Population Status | 5,653 |
| 12 | Hunting Hunter Education | 5,610 |
| 13 | Freshwater Buy A License | 5,462 |
| 14 | Hunting Automated Harvest Report System (AHRS) - Deer | 3,718 |
| 15 | Bears Black Bear Harvest Data | 3,684 |
| 16 | Marine | 3,660 |
| 17 | Bears Bear Hunting Season Information | 3,319 |
| 18 | License Agents | 3,035 |
| 19 | Winter Trout Stocking Information | 3,026 |
| 20 | Range Information | 3,012 |

The ten most requested PDFs this report period were:



| Rank | PDF Name | Views |
|------|---|-------|
| 1 | 2024-25 Deer Firearm Seasons | 5,925 |
| 2 | 2024-25 Deer Regulations | 5,772 |
| 3 | 2024-25 Deer Regulation Set Map | 3,719 |
| 4 | Complete 2024-25 Hunting and Trapping Digest | 2,493 |
| 5 | 2024-25 Deer Archery Seasons | 2,475 |
| 6 | 2024 Pheasant and Quail Stocking Schedule | 1,438 |
| 7 | 2024-25 Small Game Regulations | 1,179 |
| 8 | 2024-25 Migratory Bird Regulations | 1,044 |
| 9 | 2024-25 Firearms, Bows, and Ammunition Legal for Deer Hunting | 907 |
| 10 | 2024 Winter Trout Stocking Map | 693 |

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 seven (7) additional messages.

1. Public Notice - Access Restriction to Tidal Waters for Endangered Species Protection (12/16/24)

2. NO Extension of 2024 Black Bear Hunt 11/23 (12/16/24)
3. 2024-25 Beaver and Otter Permit Information (12/17/24)
4. REMINDER - DMZs 45 & 46 Closed for Winter Bow Season (12/18/24)
5. 2025 Freshwater Fishing Digest Available Online (12/20/24)
6. Happy Holidays! (12/23/24)
7. PUBLIC NOTICE - Endangered & Nongame Species List Amendments (1/6/25)
8. ATTENTION HUNTERS - Suspected Avian Influenza found in New Jersey (1/8/25)
9. New State Record Bowfin! (1/9/25)
10. Support Manahawkin WMA (1/15/25)

GovDelivery List Numbers To Date

| | |
|---|----------|
| | 1/1/2025 |
| Freshwater Fishing | 62916 |
| Hunting | 44219 |
| Marine Fishing | 59209 |
| Wildlife | 40981 |
| Education | 36108 |
| Endangered Species | 32464 |
| Shellfish | 38641 |
| Outdoors | 46873 |
| Sparta Mt. | 28063 |
| CHANJ | 32395 |
| Marine CARES Act Information | 17494 |
| Marine Fisheries Grant and Assistance Information | 5351 |
| Total | 444714 |

Responses to the Public Email Address

Approximately 227 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

The 36 participants who entered the 2025 Deer Classic were notified by email of their rankings and given additional information regarding the April 26 Deer Classic on Wednesday, December 18, 2024.

Participants were given until January 31, 2025, to respond whether they will be showcasing their deer mount at the event that will be held during the NJ State Federation of Sportsmen's Clubs

Annual Convention and Sportsman's Jamboree at the Gloucester County Dream Park in Logan Township.

To date, 23 of the 36 participants will be showcasing their deer at the Classic.

Freshwater Fishing Digest

The 2025 Freshwater Fishing Digest was available on Fish & Wildlife's website on December 20, 2024, and in stores about a week after.

Marine Digest

Uploaded the bulk set of changes to the 2025 Marine Digest to the publisher on December 30, 2024.



Hunting and Trapping Digest

Received the bulk set of edits from the Bureau of Wildlife Management for the 2025-26 Hunting and Trapping Digest on January 15, 2025. They will be combined into one document and sent to the publisher.

Wildlife Conservation Corps

The Wildlife Conservation Corps now has 4,896 members.

There were no volunteer opportunities available during this reporting period.

Other

- Attended a meeting with DEP Communications regarding their “Wild about NJ” social media campaign.
- Attended a Governor’s Surf Fishing Tournament meeting.
- Attended an internal licensing system RFP meeting to discuss I&E needs regarding the licensing system and what to add to the new RFP to meet these needs.

WILDLIFE INFORMATION – INTERNAL COMMUNICATION (Kathy Porutski)

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

Fish & Wildlife Holiday Video
NOV Postings - NJFW (3)
Management Assistant

Supervising Biologist, Wildlife Management
Principal Biologist, Fisheries
NOV Posting - NJFW (Senior Biologist - Wildlife Management)
December Bureau Reports
Kudoboard for Kelly O'Neill (NJFW Federal Aid Coordinator)
Reminder - Kudoboard for Kelly O'Neill (NJFW Federal Aid Coordinator)

Responses to the Public Email Address

As stated earlier, approximately **227** 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.

When answering questions, 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.

During this reporting period, many of the questions had to do with WMA ranges, concealed carry weapons on WMAs, waterfowl hunting and protecting the Pinelands water supply. One of the most unusual was from a woman inquiring about the legality of selling her art, which incorporates the skulls of domestic rabbits, goats and cows.

Other

- The Bureau of Information and Education's Monthly Report for December was compiled and edited.
- 17 boxes of Trenton materials are currently being sorted and organized; five boxes remain
- 2024 Final PAR Evaluation and 2025 Job Expectations were completed.

PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)

Publications/Graphics

- Law Enforcement Logo converted to vector AI and EPS
- Coordinate black bear communications pieces, follow up on quotes and quantities
- Deer Management Survey QR code generated
- Governor's Surf Fishing Tournament (GSFT) poster art updates made for 2025
- GSFT QR code generated
- Freshwater fishing regulations QR code generated – needs future redirect to app
- Places to Fish/Great Fishing Close to Home brochure specs and print request x2
- CWD brochure proof reviewed; Office of Health and Facility Mgmt. signed off
- 5 QR codes made for Pequest education program – redirects per DR

- Bear Facts brochure packaged for Spanish translation
- Bear sticker design assistance provided
- Follow up with OHFM for print materials, located and picked up business cards for staff
- Communications review of additional publications requested
- Follow up on outstanding print requests with Treasury Print Shop
- 4th edition WHSP sticker follow up with ENSP
- ACI logo judging & trouble shooting for their platform
- Spanish bear flyer text flowed into the print piece, new art output and shared
- WHSP 3rd edition sticker located and coordinated delivery, work with TPS and OHFM
- Deliver business cards to staff in two northern region locations
- Hooked on Fishing QR code generated
- Web versions of brochures made and shared with staff
- Additional business cards for staff created and shared for review
- Art modified for staff and video production

Photography/Videography

- Bonnet Island restoration project documentation at The Wetlands Institute
- Review and share Musconetcong footage with staff
- Winter songbird footage taken
- Drone federal exception request language written and shared with DEP PIC
- Coordinated pickup of equipment with DEP's Mark Moussa
- Office of Fish and Wildlife Health and Forensics Pathology lab bobcat necropsy
- Janes Chapel section of Pequest "after" footage OLM
- Manahawkin WMA site visit, footage taken
- WMA footage reviewed and shared with staff via upload
- iCloud image, video review and compilation for uploads
- Total review and upload of 18 GB of footage and stills shared with video editor and I&E staff

Meetings/Training

- ACI Board meeting attended
- Outreach Group Teams meetings
- sUAS meeting
- Monthly flight training

PUBLIC INFORMATION AND DIGITAL MEDIA (Matt Hencheck)

Video Production

- *NJ State Museum* video – I have been selected to produce a variety of video segments for NJFW's State Museum exhibit next year. The videos will highlight a variety of 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 Boxes, American Kestrel Banding, the Whiting Natural Resource Stewardship Plan, Forest Fire Prescribed Burns, Endangered and Nongame Species Conservation Act, CHANJ, the Invasive Silty Pond Mussel, Beach Nesting Birds of the Atlantic Coast, Shell Recycling Program and Skylands, which will highlight various landscapes of the Skylands region in New Jersey. I am working on finalizing this video which is due January 10, 2025. The segments will play on a loop at the museum starting in April 2025 until April 2026.

- *Manahawkin WMA of the Month promo* video – Filmed landscape and drone footage of Manahawkin Wildlife Management Area. Each month, I&E’s video production team will highlight the landscape and activities available to the public at each wildlife management area. This video has posted to NJ Fish & Wildlife’s social media platforms

SOCIAL MEDIA (Katie Paey)

Facebook

The NJFW Facebook (FB) page had **53,726 followers** at the end of this reporting period.

The total organic reach of the NJFW FB page during this reporting period was 340,744 people.

21 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, employment opportunities, DMZs closed for hunting, 2025 Freshwater Fishing Digest availability, Happy Holidays, Sedge Island College Program, Saltwater Registration, Striped Bass Bonus Program, CPO Toy Drive, Osprey and Bald Eagle de-listing, winter hunting seasons, State Record bowfin, brook trout grant, National Law Enforcement Appreciation Day, Fish Code meeting, WMA of the Month, and Wildlife Habitat Supporter Program 3rd Edition sticker.

Post 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):

12/29 – Saltwater Registry – reached **135,765** people, **866** interactions (90% of the views were not following our page).

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 **19,130 followers** at the end of this reporting period.

The total organic reach of the NJFW Instagram page during this reporting period was 36,270 people.

19 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, employment opportunities, DMZs closed for hunting, 2025 Freshwater Fishing Digest availability, Happy Holidays, Sedge Island College Program, Saltwater Registration, Striped Bass Bonus Program, CPO Toy Drive, Osprey and Bald Eagle de-listing, winter hunting seasons, State Record bowfin, brook trout grant, National Law Enforcement Appreciation Day, Fish Code meeting, WMA of the Month, Wildlife Habitat Supporter Program 3rd Edition sticker and Wild About NJ campaign.

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 –

1/6 – Bald eagle and osprey press release – reached **20,288** people with **1,188** interactions. (68% of the views were not following our page).

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, YouTube and social media as well as shared with appropriate staff for distribution.
- Google Analytics data was monitored for the WMA of the Month campaign.
- UTM campaign links were created for use on the website, GovDelivery emails and social media promotions for the third edition Wildlife Habitat Supporter Program sticker.
- Two meetings regarding the Wild About NJ DEP social media campaign were attended. The campaign will bring awareness to New Jersey's diverse wildlife species and

landscapes. All posts will be a collaborative effort between NJDEP and NJDEP Fish & Wildlife's social media pages.

OUTREACH GROUP (Michelle Smith)

Job support was provided to Outreach Group staff on initiatives including the bear outreach program, social media, the agency website, videography, graphics projects and administrative matters.

Biweekly Outreach Group meetings were conducted.

New Jersey Fish and Wildlife's FY24 black bear multi-media outreach campaign concluded its fall bear activity period pulse. Final campaign results will be provided in late January.

A marketing firm vendor was hired to implement an FY2025 statewide black bear multi-media outreach campaign. Fish and Wildlife's campaign will commence in Spring 2025 with peak marketing coinciding with the spring, summer and fall bear activity periods. Millions of residents will be reached in their homes and on their mobile devices with bear safety information.

Reprinting of three bear safety publications moved forward and a new bear information card professionally translated in Spanish was developed for the website.

Promotional content was developed and distributed to promote the new 3rd edition Wildlife Habitat Supporter Program sticker for the new year.

Meetings were held to discuss DEP Office of Communications' Wild About New Jersey 2025 social media campaign.

BLACK BEAR EDUCATION PROGRAM (Stephanie Getto)

Bear Presentations and Exhibits

- Three presentations were given, reaching 91 people.

| Program Type | Date | Location | Attendees |
|---------------------|-------------|--|------------------|
| Presentation | 1/7/25 | Boy Scout Troop 166 | 41 |
| Presentation | 1/8/25 | Madison Junior School Environmental Club | 25 |
| Presentation | 1/15/25 | North Brunswick Township Middle School | 25 |
| TOTAL | | | 91 |

Bear Literature Distribution

- A total of 132 pieces of black bear safety literature were distributed.

| Literature Type | Amount Distributed |
|---------------------|--------------------|
| English Brochures | 91 |
| Spanish Brochures | 0 |
| Kids Activity Books | 0 |
| Camper Cards | 41 |
| Tyvek Signs | 0 |
| TOTAL | 132 |

Bear Lesson Plans

- Collaborated with staff to continue the development of original bear education lesson plans to provide teachers with classroom activities about black bears in New Jersey.

Other

- Assisted staff in updating website bear publications.
- Assisted staff in the continued development of a webpage for law enforcement use.
- Began developing a potential bear outreach citizen science project.
- Worked to update outreach display items for exhibits.