



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

**Al Ivany, Chief**

**January 16 – February 15, 2025**

### **HUNTER EDUCATION/ R3 HUNTING & SHOOTING PROGRAM/ NASP**

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

There were no Hunter Education classes held during this reporting period. The schedule has been finalized with classes resuming in mid-March. Registration for the field sessions will be posted on February 18, 2025.

Staff received 25 requests for duplicate Hunter Education cards during the reporting period. Of these requests, 35 individual disciplines were able to be located while four were not. Staff notify constituents via email including instructions on how to obtain duplicate Hunter Education cards or with links on how to complete the course to obtain a new Hunter Education card if needed.

Staff received 49 voicemails on the Hunter Education line during the reporting period. The highest percentage of calls (37%) were not related to Hunter Education. The second highest percentage of calls (17%) were for non-resident hunters looking to obtain permissions to purchase hunting and/or trapping licenses here in New Jersey. The third highest percentage of calls (16%) were duplicate Hunter Education card requests.

Staff received 336 emails from constituents during this reporting period. Emails included 49 non-residents applying for their first New Jersey hunting license. During this time of year, these non-residents are mostly snow goose hunters as well as those who are planning to turkey hunt in New Jersey this upcoming season. These emails also included nine rifle permit unlocks. This time of

year, rifle permit unlocks are most commonly requested by hunters who wish to take part in the special coyote/fox season daytime rifle hunting.

Staff did a thorough cleaning of all the state firearms that will be used for this hunter education season as well as installing new batteries on the one track chair that needed servicing.

J. Leskie continued working on the Hunter Education Federal Aid Grant and budget for the remainder of the fiscal year. Updates to the budget will be applied to FY 26.

### **Trapper Education**

Staff held one trapper education class which was well attended by 30 students. This was the first mid-winter trapper education class held. Typically, trapper education classes are poorly attended because most of the classes occur during the peak of deer hunting season. This class was held after most hunting seasons have ended so as not to compete for attendees. This class was also one of the first one-day trapper education classes held and was very well received.

S. Forlenza and S. Coleman assisted with the third annual fur handling workshop in conjunction with the one-day trapper education class. This workshop is highly requested by new trappers who wish to improve their fur handling skills.

### **Miscellaneous**

K. Griglak assisted 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 was the 15th year of the program. During this three-day hunt, 10 deer were harvested. Two of the deer were harvested by a hunter using one of the state provided track chairs.

Staff attended the quarterly Hunters Helping the Hungry board meeting as well as a special meeting to discuss this upcoming year's R3 Hunting & Shooting Sports Program's Deer Butchering programs.

K. Griglak updated and recorded an ice fishing presentation for the R3 Fishing Program to be posted on Fish & Wildlife's YouTube channel. The content was updated from the original webinar recording for anglers interested in ice fishing specifics in New Jersey.

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

R3 staff meet with Hunters Helping the Hungry (HHH) to discuss the 2024 Deer Butchering Workshops and the workshop survey results. During the meeting three Deer Butchering Workshop dates and locations were confirmed for the fall and winter of 2025. R3 staff will handle the promotion and selection of the participants for the workshops, while HHH will handle the butchering demonstrations.

The 2025 Women's Mentored Turkey Hunt application was created and posted on NJ Fish & Wildlife's social media and sent out through a GovDelivery message. R3 staff has selected eight

participants and sent them an email confirming their interest and availability for the program. This will help limit cancellations and no shows for the day of the workshop. 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. In the upcoming weeks, staff will continue to contact selected participants with information on applying for their turkey permit. Staff will also continue to work on the program agenda as well as day of program logistics.

Staff continues to work on logistics for two turkey hunting and calling seminars. R3 staff partnered with the National Wild Turkey Federation to offer these two workshops in March. The flyer and registration form were sent out through a GovDelivery message and posted on NJ Fish & Wildlife's social media. There are currently over 130 participants registered for the seminars. The registration will end on Thursday, February 27, 2025, at 5 p.m. Staff will then contact all registered participants with details regarding the seminars. C. Venuti updated the "How To Apply" instructions for participants in order to make the application and purchasing of the necessary permits simpler.

J. Leskie and T. Woolley attended a webinar on Increasing Cultural Support for Hunting and Shooting: Understanding Americans' Attitudes Toward the Shooting Sports hosted by the Council to Advance Shooting Sports, Outdoor Stewards of Conservation and Responsive Management. This webinar covered recent studies on why there has been a decline in support for hunting and shooting sports in America. The studies showed that one of the new leading causes is gun violence and safety concerns. During the webinar there was discussion on how social media can impact the view of hunting and shooting sports.

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

R3 Tuckahoe Managed Waterfowl Hunt staff worked the rest of the south zone season at Tuckahoe, including one specialty date, February 1, 2025, which was Veteran, Active Military, and Youth Day. The remainder of the hunt dates hosted three groups and four waterfowl hunters. During January and into February, there was a significant amount of ice on the Tuckahoe Impoundments resulting in low show rates. Staff completed the survey analysis for the 2024/2025 program, indicating that 97 percent of respondents feel the Tuckahoe Managed Waterfowl Hunt Program should be continued. Overall hunting satisfaction for this program rated 4.2 out of 5. The average age category of the hunters was tied between 30-39 and 50 & over. Blind lottery application process was ranked 4.4 out of 5; blind notification process was ranked 4.6 out of 5; blind access ranked 4.2 out of 5; and blind location 3.9 out of 5. Last was the checkout and exit survey process which was ranked 4.7 out of 5. There was a wide range of waterfowl harvested in the 2024/2025 Tuckahoe Managed Waterfowl Program consisting of: Green Winged Teal, Blue Winged Teal, Ruddy Ducks, Wood Ducks, Widgeon, Mallard, Pintail, Black Duck, Merganser, and a Canada Goose.

Staff plan to return to the Tuckahoe Impoundments to close the blinds for the spring and summer. This will consist of visiting each blind and removing the reflectors from each access path.

### **R3 Miscellaneous**

J. Belfi dropped off the one-day licenses for an annual Gallant Heart Disabled Veterans Pheasant Hunt on March 1 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.

Staff continued to work on the next R3 Newsletter to be available before the end of the first quarter. A draft is currently in final review for release. Topics will cover upcoming turkey seminars and workshops, a summary of the Managed Waterfowl Hunt at the Tuckahoe Wildlife Management Area, a summary of the Women's Mentored Waterfowl Hunt, information on Avian Influenza, how to obtain Turkey OTC permits, a new recipe, and a "Did You Know?" section.

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

Staff conducted site visits to the following schools:

Ezra L. Nolan Middle School #40 in Jersey City – staff met with the school and facilities management to assess proper installation of the archery range arrow curtain and overall setup.

Warren County Technical School in Washington – Staff met with school and facilities management to assess proper installation of a replacement anchoring system for the arrow curtain.

Forest Street Community School in Orange – Staff met with the Certified NASP Archery Instructor to go through a performance evaluation session to assess how the early stage of the program is progressing and make recommendations as required.

C. Decker assisted Hunter Education in the cleaning and maintenance of firearms used for the live fire portion of the course.

Staff attended and supported the "1<sup>st</sup> Annual Warren Hills Snowball Archery Shoot" held at Warren Hills High School on Saturday, February 15. This tournament was initiated and hosted by Warren Hills Regional High School staff/archery club and is anticipated to occur annually. The event was open to any NASP school and was well attended by 138 archers and their families. There were 117 students representing nine New Jersey schools and 21 students representing five New York schools. The top winners were as follows:

1<sup>st</sup> Place High School Division @ 281 - Gia Taylor – Warren Hills Regional High School.  
2<sup>nd</sup> Place High School Division @ 267 – Makenzi Nevins – Warren Hills Regional High School.  
3<sup>rd</sup> Place High School Division @ 264 – Jasmine Martinez – Warren Hills Regional High School.

1<sup>st</sup> Place Middle School Division @ 270 – Alexandria Mucciariello - Our Lady Queen Of Peace.  
2<sup>nd</sup> Place Middle School Division @ 270 - Zoey Turre - Sparta Middle School.  
3<sup>rd</sup> Place Middle School Division @ 266 - Savanna Mahoney - Saint Charles School.

1<sup>st</sup> Place Elementary Division @ 251 - Reid Fisher – Helen Morgan School.  
2<sup>nd</sup> Place Elementary Division @ 249 - Stefanie Heiselman – Helen Morgan School.  
3<sup>rd</sup> Place Elementary Division @ 249 - Willa Wolf – Helen Morgan School.

Staff are receiving and scheduling school team registrations for the 2025 NJ NASP Virtual State Bullseye Tournament occurring from February to March of 2025. There are currently 13 schools registered for this event. The registration period ends on February 24.

Staff are fielding communications regarding schools that are considering taking advantage of the Easton Foundation's grant program for NASP schools. The current enrollment for the 2024-25 school year is seven new schools and five existing schools for a year-to-date total of \$12,500.00 in grant funds used towards NASP archery equipment purchases. This funding opportunity provides a valuable cost reduction in a school's archery equipment expenses.

Staff are planning, coordinating, and scheduling upcoming Basic Archery Instructor training and certification sessions for 2025.

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 season. Applications are being received for the Summer College Student Program with interviews scheduled for March 9.

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

A restock day for five schools that had lost their fish is scheduled for the end of January.

A Stream Workshop is being planned for TIC teachers in March.

A new program is being developed to train Trout Unlimited volunteers to facilitate programs at TIC schools. A kickoff workshop for Trout Unlimited members is also being planned.

### **Angler R3**

A 2024 end of season survey was emailed to Let's Go Fishing and First Catch Center participants. Despite sending a follow-up reminder email, response rates were low with less than

one-third (98 responses) of participants completing the survey. Of those who completed it, 85% indicated that they have gone fishing at least once, and 74% stated that they had fished two or more times since participating in a workshop. Additionally, 62% indicated that they have purchased fishing equipment since participating in the workshop. When asked, “*Is there anything that would increase the likelihood that you would fish in the future?*” the top two responses were “*Knowing where to go*” (67%) and “*Having someone to go with*” (63%).

Two winter fishing seminars were held during this reporting period in partnership with the Bureau of Freshwater Fisheries. Offering these seminars aligns with a strategy in the Angler R3 Plan’s first objective: to reduce churn by engaging and supporting current anglers. A *Bass Fishing Seminar* presented by Chris Smith was held on January 25, at the Batsto Village Visitor’s Center with 60 participants in attendance. The *Northern Pike Fishing Seminar*, presented by Justin Rozema, was held on February 8, at the Middlesex Public Library with 32 participants in attendance.

Staff used different subject lines in emails to test open and click rates of the messages sent. Both seminars were promoted by email in early January to buyers who purchased their fishing licenses in 2023-2025 with the subject line “Winter Fishing Seminars.” While the initial email had a good open rate, two additional emails with a more specific subject line were sent to those who did not open the first message. The first of these had the subject line “Bass Fishing Seminar – January 25” had a higher click-to-open rate; the other, promoting the “Northern Pike Fishing Seminar – February 8,” was not as successful.

<b>Email Subject Line</b>	<b>Send List</b>	<b>Open Rate (Unique)</b>	<b>Click-to-open rate (CTO)</b>	<b>Registrations Generated</b>
Winter Fishing Seminars	21,686	31.22% (6,660)	5.86% (390)	Bass Seminar - 48 Northern Pike Seminar – 48
Bass Fishing Seminars	9,741	17.6% (1,713)	6.19% (106)	Bass Seminar - 51
Northern Pike Fishing Seminar	9,725	18.13% (1,760)	4.09% (72)	Northern Pike Seminar – 14

An equipment maintenance day was held on January 18, at Hackettstown Hatchery.

A *Fishing Education Instructor Training* is scheduled for Sunday, March 16, at the Assunpink WMA Wildlife Conservation Cabin.

A volunteer appreciation day is being planned for March 29, for the fishing education instructors who have assisted with *Let’s Go Fishing* and *First Catch Center* fishing workshops during the 2024 season.

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

Brochures have been mailed out to previous tournament participants. A GovDelivery message was sent out promoting the 2025 tournament.

## **Education**

Staff has been actively involved in planning this year's Envirothon. The event will be held on May 17, at the Burlington County Fairgrounds.

Staff continues to work with the NJ State Museum on the upcoming exhibit "*Ecosystems at Risk*" scheduled to open in July.

Staff continues to work with *Sustainable Jersey for Schools* on their current round of grant applications and with the U.S. Department of Education on their *Green Ribbon Schools* program.

Meetings were attended with the Barnegat Bay Partnership in preparation for their upcoming workshop series and conference, and with the NJ Commission on Environmental Education (NJCEE) following their meeting with the Governor's First Lady's office to discuss appointments to the commission. The NJCEE is an *in-but-not-of* branch of the NJDEP. DEP employees are invited to attend regular meetings and may apply for an appointment to the Inter-Agency Workgroup upon supervisory approval.

The "Speakers and Exhibitors" program has been booking fast for the spring season with multiple Earth Day fairs and school programs throughout the state.

Marc Rogoff was the recipient of the Patricia F. Kane Lifetime Achievement Award from the Alliance for New Jersey Environmental Education (ANJEE) on January 17. This award is considered the premier environmental education award in the state. Marc's contributions to environmental education have been recognized internationally and he currently serves on the EPA's National Environmental Education Advisory Council (NEEAC). Congratulations Marc!

## **Other**

Green Eggs and Sand workshop presenters are being scheduled. New Jersey will be hosting this year's workshop at The Wetlands Institute.

Staff attended a training session on using the WHOVA app for the upcoming Association for Conservation Information (ACI) conference that New Jersey is hosting.

Staff assisted the Bureau of Freshwater Fisheries with the 2025 Fish Code Changes Meeting held on GoToWebinar on January 16. The recording of the meeting was edited by M. Hencheck and staff close-captioned it. The recording was then sent to participants who attended the meeting and those who registered but were unable to attend.

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

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

Group registration opened on January 2. April and May offerings quickly filled with over 34 groups requesting a program.

One open enrollment public program, Winter Fly Fishing Essentials, was held for 15 participants.

A Pequest exhibits update meeting was attended by NJFW, Gecko Group and DEP Construction Management. Construction Management staff provided an update for funding and the status of the project.

The Opening Day of Trout Season Celebration for veterans is being planned for April 5. Invitations went out with 57 people already registered. Registration is limited to 85 veterans and their families.

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

Requests for the Mobile Education Trailer (MET) are being received and processed for Spring 2025.

The MET was at the NJ Fly Fishing Expo, January 24-26. A total of 862 people went through the trailer during the three days of the show.

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

The 10<sup>th</sup> Annual Youth Fishing Challenge is the largest it has ever been with almost 50 host sites across the state. Event supplies have been gathered and arranged, with 19 “early bird” hosts that will receive extra special giveaways. The event will be held on Saturday, June 7 (Free Fishing Day) and Sunday, June 8, 2025. The main anniversary location, where HOFNOD staff will be located, is Lake Lenape East in Atlantic County. Currently, staff are working with Atlantic County HOFNOD teams to have exhibitors, local community service organizations and the like at the event, as well as music from a local high school band.

Staff are coordinating Sisters Afield events for 2025 and the broader Hooked on Fishing program. Included in the plans are charter fishing opportunities, two campouts, and participation in the Governor’s Surf Fishing Tournament.



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

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

Eight news posts were published in January.

Three older posts were updated retroactively in the news archive.

0 job openings were also published; 0 were deleted after their closing dates.

0 new web pages were created; while 3 were deleted or consolidated into other ones.

Additionally, 54 event posts were updated during the report period.

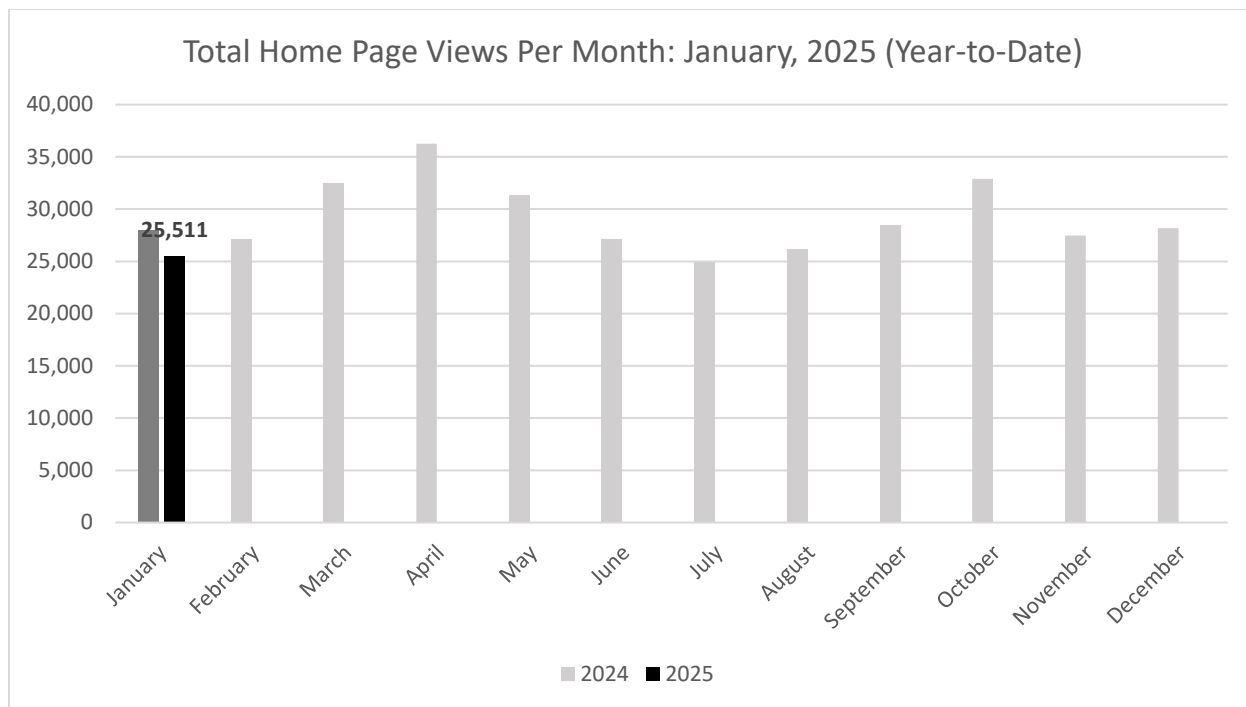
Approximately 73 web pages were updated throughout this duration.

Approximately 93 documents were edited in or converted to PDF format. These included: Bureau Reports (9) in one .zip file; Meeting Documents (11) in one .zip file; Minutes/Notices/Agendas (17); and others (56).

51 images and three videos were also edited and posted.

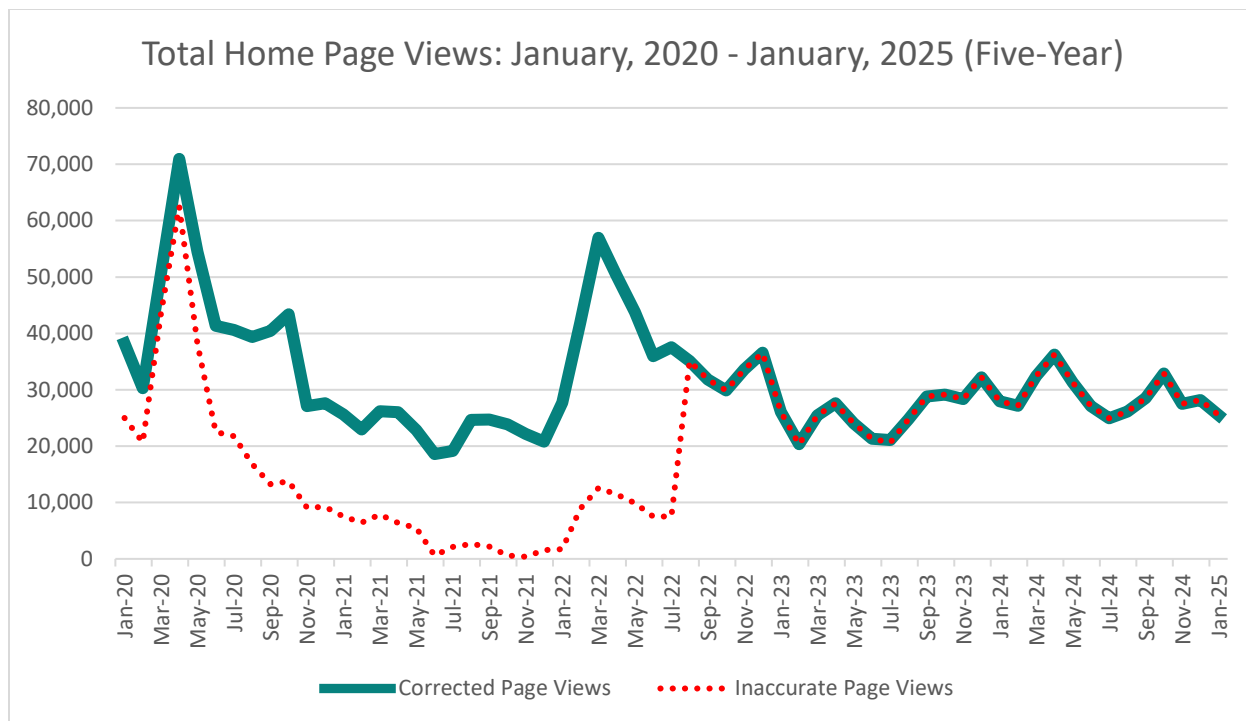
### **Analytics – Home Page**

The number of views on the home page this January was 25,511; an average of about 823 views per day. It is a change of -2,657 views (or -9.43%) from the previous month of December (28,168), and a change of -2,439 views (or -8.73%) from January of the previous year (27,950).



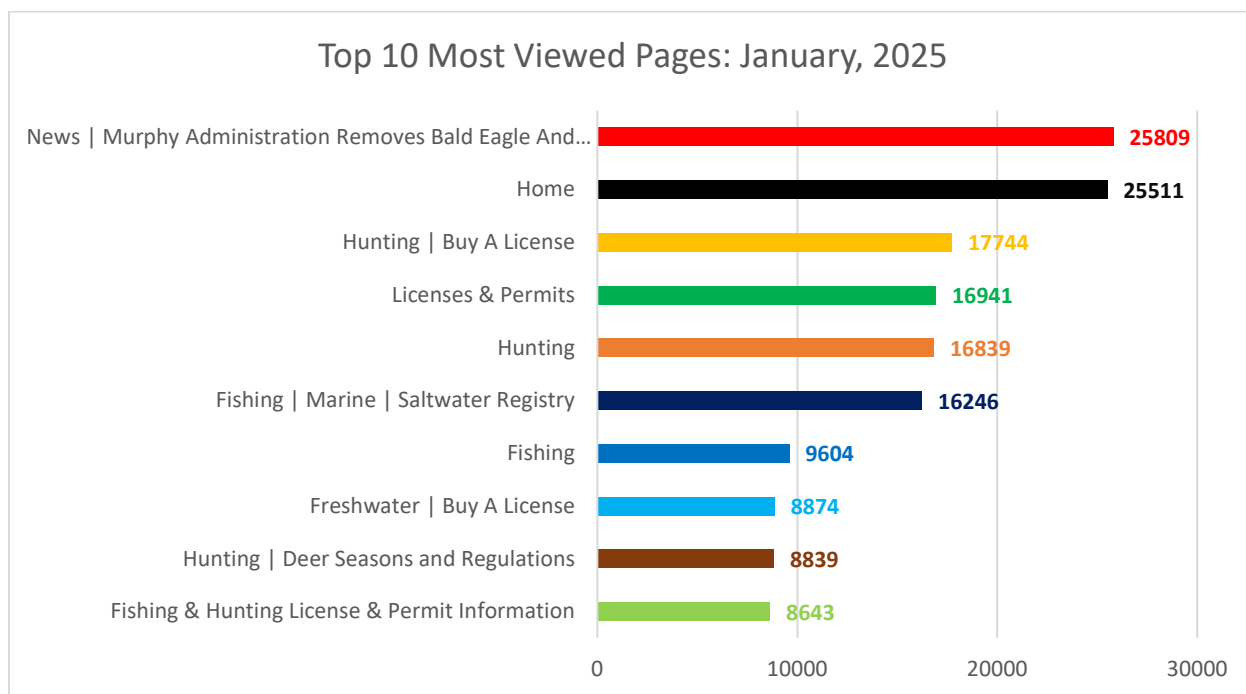
SiteImprove, the primary data analytics tool used to monitor website page view information, has been periodically experiencing issues with inaccurate or inconsistent data collection. Many of these issues were connected to the migration of the website to Wordpress in the summer of 2022, but there are also inaccuracies in page view counts that stem from the transfer of data to the enterprise version of SiteImprove, now accessible from the <https://my.nj.gov/> portal, at the beginning of 2024. Adding to these complications, it was recently learned that historical home page view counts measured by SiteImprove since its installation on the old <https://www.nj.gov/dep/fgw/> website in late 2018 were mismatched with the number of page views recorded by the previous website administrator using the server log report generator at [https://parvin04-x.oit.state.nj.us/NJ\\_wwwstats/liberty/wwwexstat.html](https://parvin04-x.oit.state.nj.us/NJ_wwwstats/liberty/wwwexstat.html).

According to SiteImprove customer support, the issues with current data collection processes have been corrected since September of 2024, but apparently, most of the older inconsistencies in page view counts can no longer be updated in the platform. The graph displayed below is an attempt at correcting the total number of monthly home page views charted in previous bureau reports sourced from inaccurate data, based on information from other sources.

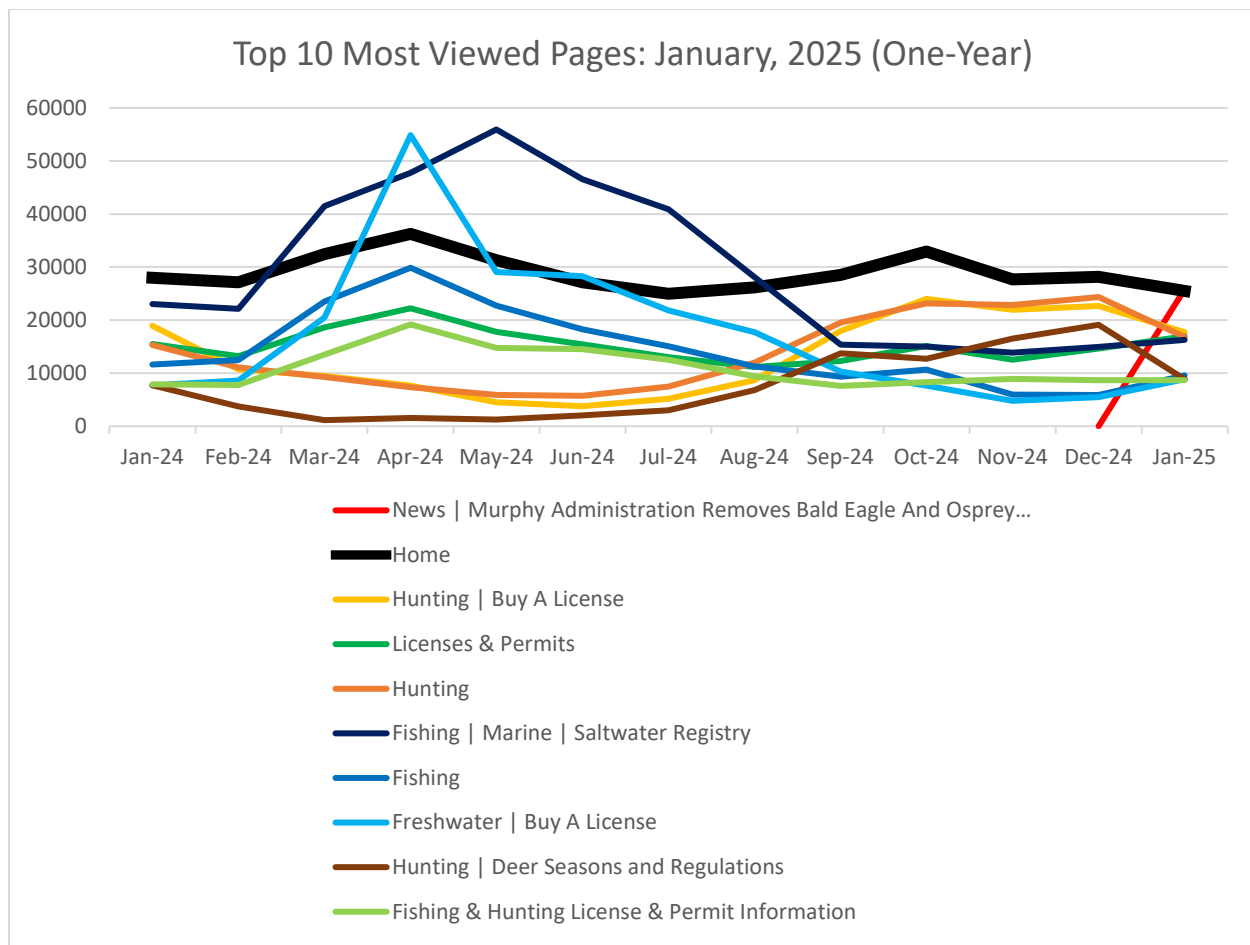


## Analytics

The top ten 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 ten pages since the previous year:



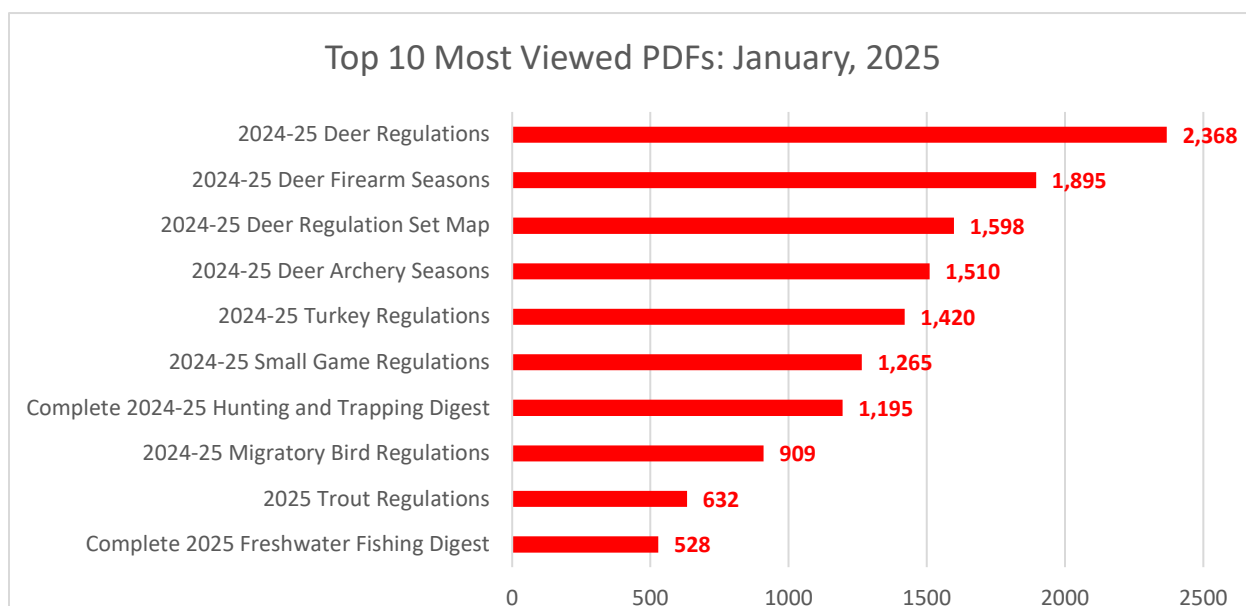
Rank	Page Name	Views
1	<a href="#">News   Murphy Administration Removes Bald Eagle And Osprey...</a>	25,809
2	<a href="#">Home</a>	25,511
3	<a href="#">Hunting   Buy A License</a>	17,744
4	<a href="#">Licenses &amp; Permits</a>	16,941
5	<a href="#">Hunting</a>	16,839
6	<a href="#">Fishing   Marine   Saltwater Registry</a>	16,246
7	<a href="#">Fishing</a>	9,604
8	<a href="#">Freshwater   Buy A License</a>	8,874
9	<a href="#">Hunting   Deer Seasons and Regulations</a>	8,839
10	<a href="#">Fishing &amp; Hunting License &amp; Permit Information</a>	8,643

Other popular pages on the website were:

Rank	Page Name	Views
11	<a href="#">Hunting   Automated Harvest Report System</a>	6,277
12	<a href="#">Migratory Bird Season Information and Population Status</a>	6,138
13	<a href="#">Marine</a>	5,200
14	<a href="#">Hunting and Trapping Digest</a>	5,108

15	<a href="#">Hunting   Hunter Education</a>	4,982
16	<a href="#">Marine   Recreational   Fish &amp; Wildlife</a>	3,809
17	<a href="#">Fishing   Marine   Striped Bass Bonus Program Online Logbook</a>	3,610
18	<a href="#">Endangered, Threatened, and Special Concern Species</a>	3,150
19	<a href="#">Freshwater</a>	3,104
20	<a href="#">Marine   Seasons &amp; Regulations</a>	2,961

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	<a href="#">2024-25 Deer Regulations</a>	2,368
2	<a href="#">2024-25 Deer Firearm Seasons</a>	1,895
3	<a href="#">2024-25 Deer Regulation Set Map</a>	1,598
4	<a href="#">2024-25 Deer Archery Seasons</a>	1,510
5	<a href="#">2024-25 Turkey Regulations</a>	1,420
6	<a href="#">2024-25 Small Game Regulations</a>	1,265
7	<a href="#">Complete 2024-25 Hunting and Trapping Digest</a>	1,195
8	<a href="#">2024-25 Migratory Bird Regulations</a>	909
9	<a href="#">2025 Trout Regulations</a>	632
10	<a href="#">Complete 2025 Freshwater Fishing Digest</a>	528

### Additional Activities

Additional activities included bi-weekly Outreach Group meetings, Commissioner's Updates, and weekly discussions about the progress of the State Wildlife Action Plan website, as well as the continual development of it.

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

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

Eight (8) email messages were drafted and sent to various e-mail lists and outdoor writers. Assistance was provided to staff for eight (8) additional messages.

1. Remember to Report Your Beaver and/or Otter Harvest (1/17/25)
2. Spring Turkey Permit Application Period Opens Saturday (1/21/25)
3. Donate Today & Get Your 2025 Wildlife Habitat Supporter Sticker! (1/22/25)
4. 2025-26 Game Code Status Update (1/23/25)
5. Youth/Veterans/Active-Duty Military Waterfowl Hunt Saturday, Feb. 1 (1/27/25)
6. Attention Women Hunters! (1/29/25)
7. Calling All Turkey Hunters! (2/3/25)
8. Pheasant and Quail Stamp Buyer Survey (2/7/25)

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

	2/1/2025
Freshwater Fishing	62806
Hunting	44235
Marine Fishing	59113
Wildlife	40869
Education	36018
Endangered Species	32403
Shellfish	38539
Outdoors	46897
Sparta Mt.	28009
CHANJ	32309
Marine CARES Act Information	17495
Marine Fisheries Grant and Assistance Information	5411
Total	444104

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

Approximately 184 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**

A total of 26 of the 36 participants will be showcasing their deer at the April 26 Deer Classic.

## **Marine Digest**

Received the second pass of the digest back from the publisher on January 24, 2025, and immediately sent it to Marine Fisheries staff with a due date of February 14, 2025.

## **Hunting and Trapping Digest**

Combined all the edits received from the Bureau of Wildlife Management into one digest and uploaded the bulk material submission to the publisher on January 26, 2025.

## **Wildlife Conservation Corps**

The Wildlife Conservation Corps now has 4,908 members.

There were no volunteer opportunities available during this reporting period.

## **Other**

Met with Freshwater Fisheries staff to discuss and practice using the GoToMeeting platform, which would be used to broadcast the virtual Fish Code Changes Meeting.

Assisted Freshwater Fisheries with the virtual Fish Code Changes Meeting held on January 16, 2025.

Attended a meeting with Princeton Partners regarding the results of our FY24 Bear Campaign.

Attended a meeting regarding the Pequest exhibits and how we will be moving forward with the project.

Attended the virtual Conservation Information and Education Administrators' Winter Committee meeting of the Northeast Association of Fish & Wildlife Agencies.

Staff attended a virtual meeting learning how to use the Whova app for our upcoming Association for Conservation Information conference in July.

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

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

Employee Housing Opportunity @ Hackettstown Hatchery

Protocol for Press/Media Inquiries  
Use of DeepSeek Artificial Intelligence Prohibited  
January Bureau Reports

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

As stated earlier, approximately **184** 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, miscellaneous invitations, etc.) required no response.

During this reporting period, many of the questions had to do with summer internships and Avian influenza, but by far, most comments were focused on the New Jersey Pheasant and Quail Hunter Survey recently sent out.

## **Other**

- The Bureau of Information and Education's Monthly Report for January was compiled and edited.

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

### **Publications/Graphics**

- Hunters Wear Orange sign updates with new DEP and F&W logos, generate new art with hole markers
- Staff business cards processed, received and delivered
- ACI 2025 logo and variations
- QR code system review and elimination of 145 codes for sustainability
- Logo feedback and edits
- Communications reviews of additional publications requested
- Follow up on outstanding print requests with Treasury Print Shop
- Additional business cards for staff created and shared for review
- Art modified for staff and video production

### **Photography/Videography**

- Peaslee WMA site visit, footage taken
- Deer site reconnaissance session
- Amphibian audio files from the web shared to State Parks Service for outreach
- Deer site exploration and baiting
- Deer in snow, fox and songbird footage shared with staff
- Wildlife site reconnaissance for video with staff on private land
- Eagle nest site visit and footage for video library and projects



- Footage review and upload to staff
- Video reviews and feedback for WMA of the month
- Video review and feedback for catfish egg collection
- Winter raptor stills taken
- WMA footage reviewed and shared with staff via upload
- iCloud image and video review, and compilation for uploads
- Total review and upload of 7 GB of footage and stills shared with video editor

## **Meetings/Training**

- ACI Board meeting attended
- ACI internal staff meetings
- Outreach Group Teams meetings
- Whova training meeting with Lance Cherry
- QR code meeting with developer
- sUAS meeting
- Monthly flight training

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

### **Video Production**

- *Peaslee WMA of the Month promo* video – Staff filmed the landscape of the Peaslee Wildlife Management Area for the WMA of the Month promo. Each month, I&E’s video production team highlight the landscape and activities available to the public at each wildlife management area. This video was posted to NJ Fish & Wildlife’s social media platforms in mid-February.
- *Fish Code Changes Meeting* – After the live meeting on 1/16, I edited the recording to flow more efficiently, added captions, then uploaded it for public viewing on Fish & Wildlife’s YouTube channel.
- *Channel Catfish* video – Hackettstown State Fish Hatchery Superintendent Craig Lemon asked that I prepare a video for his presentation on the channel catfish egg retrieval process. This work was filmed at Hackettstown during June 2024. I’ve edited a video of the process performed by hatchery staff and plan to post it to social media this spring.
- *NJ State Museum* video – I made last minute edits and submitted the final full video to museum staff as requested. The 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. These videos will

play on a loop in the NJDEP Fish and Wildlife exhibit at the NJ State Museum starting on April 19, 2025, and running until April 2026.

- Deer Footage – We have sought out locations where deer are plentiful in hopes of obtaining our own footage of animals in their habitat. The footage will be used for a variety of projects in the future.

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

### **Facebook**

The NJFW Facebook (FB) page had **53,873 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, Wild About New Jersey Campaign content, Fly Fishing show, Avian Influenza press release, spring turkey permit lottery application period, MRA surveys, Youth and Active Military/Veteran Waterfowl Hunting Day, Women's Mentored Turkey Hunt, end of deer hunting season, turkey seminars, how to report violations, Warm and Coolwater Fisheries Meeting, deer shedding antlers, and New Jersey's Endangered Wildlife Fund Tax Check-Off.

**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):

**1/28** – Youth and Veterans/Active Military Waterfowl Hunting Day – reached **32,661** people, **122** interactions.

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 **19,228 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.

**22** 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, Wild About New Jersey Campaign content, Fly Fishing show, spring turkey permit lottery application period, MRA surveys, Youth and Active Military/Veteran Waterfowl Hunting Day, Women's Mentored Turkey Hunt, end of deer hunting season, turkey seminars, how to report violations, Warm and Coolwater Fisheries Meeting, deer shedding antlers, and New Jersey's Endangered Wildlife Fund Tax Check-Off.

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 –**

**2/5** – How to report violations – reached **5,212** people with **197** 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, YouTube and social media, and shared with appropriate staff for distribution.
- Google Analytics data was monitored for the WMA of the Month campaign.
- A UTM campaign link was created for a Fishing R3 email campaign. Google Analytics reports were generated two days and one week after the email was sent and shared with Fishing R3 staff.
- A virtual Whova App training was attended. The Whova App will be used for the Association for Conservation Information's annual conference that New Jersey will be hosting this year.

- A license system report was requested from the Business Office to compare the ages and genders of license buyers to our social media followers. This information will be used to adjust and develop social media strategies to reach target audiences.

#### **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 FY24 black bear multi-media outreach campaign concluded. Final campaign results were provided by the marketing vendor. The campaign garnered more than 14 million impressions along with a positive brand lift study on YouTube, as well as thousands of comments, shares and reactions occurring on social media. Residents statewide were reached in their homes and on their mobile devices with bear safety information.
- The marketing firm vendor began drafting their FY2025 statewide black bear multi-media outreach campaign strategy. Fish and Wildlife's campaign will commence in Spring 2025, with peak marketing coinciding with the spring, summer and fall bear activity periods.
- Reprinting of three bear safety publications continued to move forward.
- Promotional content was distributed to promote the new 3rd edition Wildlife Habitat Supporter Program sticker for the new year.
- Meetings were held to discuss the Whova registration platform for the upcoming 2025 ACI Conference.

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

### **Bear Presentations and Exhibits**

- Four presentations were given, reaching 295 people

<b>Program Type</b>	<b>Date</b>	<b>Location</b>	<b>Attendees</b>
Presentation	1/16/25	Alliance For New Jersey Environmental Education (ANJEE) Annual Conference in Trenton	40
Presentation	1/23/25	Byram Township Senior Citizens' Club	65
Presentation	2/7/25	Westampton Intermediate School (2)	190
<b>TOTAL</b>			<b>295</b>

### **Bear Literature Distribution**

- 335 pieces of black bear safety literature were distributed

<b>Literature Type</b>	<b>Amount Distributed</b>
English Brochures	295
Spanish Brochures	0
Kids Activity Books	0
Camper Cards	40
Tyvek Signs	0
<b>TOTAL</b>	<b>335</b>

### **Other**

- Continued to assist staff in the development of a webpage for law enforcement use
- Continued ongoing development of a potential bear outreach citizen science project
- Worked to update outreach display items for exhibits