



BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT

Al Ivany, Chief

February 16 – March 15, 2025

HUNTER EDUCATION/ R3 HUNTING & SHOOTING PROGRAM/ NASP

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

Hunter Education

J. Leskie prepared agenda items and conducted the 2025 Hunter Education Staff Summit Meeting prior to the start of Instructor Trainings and the Hunter Education live fire commencement in March. The topics of discussion were agency updates, program information on Hunter Education's Federal Aid grant and budget, the upcoming ACI Conference in July, New Employee Day at Pequest, Student Survey results, IHEA updates and Trapper Education course structure. All staff attended this annual meeting.

The 2025 Spring Hunter Education classes for live-fire range sessions were posted by staff for all regions. The sessions will begin on March 16, 2025. Additional ones have been added to help keep up with demand as the request for firearm classes has been high while archery interest has been stable.

Staff compiled and analyzed student data from last year's classes. A PowerPoint presentation was developed for our annual instructor meetings. These meetings review last year's accomplishments while discussing changes for the upcoming year. Two evening, two daytime

and one virtual meeting were held in the Northern Region for 50 instructors, while five instructor meetings were conducted in the Southern Region and attended by 51 instructors.

Staff received 35 requests for duplicate Hunter Education cards during the reporting period. Of these requests, 54 individual disciplines were able to be located while 11 were not. Staff notify constituents via email including 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 if needed.

Staff received 57 voicemails to the Hunter Education line during the reporting period. The highest percentage of calls (25%) were not related to Hunter Education. The second highest percentage of calls (16% each) were in relation to live-fire range sessions which registration opened for in the current reporting period. The third highest number of calls (12% each) were non-resident hunters looking to obtain permissions to purchase hunting and/or trapping licenses here in New Jersey, duplicate Hunter Education card requests and general questions on Hunter Education classes.

Staff received 387 emails during this reporting period on the hunter education email address. These emails contained 41 non-resident hunting license unlocks which are predominantly hunters who are pursuing the challenge of harvesting a turkey in all 49 states with a turkey population. This has become increasingly popular in recent years as we get more and more hunters from around the country looking to check New Jersey off their list. Also contained in these emails were 12 rifle permit unlocks for those individuals who previously completed shotgun education before it was combined with the rifle education course. These individuals are predominantly hunters looking to participate in the last few weeks of the special coyote/fox hunting season, during which hunters can use rifles (with restrictions) during daylight hours to target coyote and fox.

Two (2) new hunter education instructors were trained during this reporting period by S. Forlenza and are very eager to get out on the range and help new hunters get out in the field.

Three (3) remedial sportsmen completed their required remedial courses during this reporting period as required for their hunting and fishing license reinstatements.

J. Leskie attended the Northeast Region Hunter Education Administrator Committee meeting during the report period. This meeting gathers Hunter Education professionals from the Northeast to discuss various topics. Office of Conservation Investment (CI) updates were given along with information about the Target Practice and Marksmanship Training Support Act, PR Modernization Act, State apportionments - New Sub Accounts, TRACS Update, Grant Solutions, IHEA Update – IHEA representative Standards, Hunting incidents and State Reports. Other discussion points were Federal Audits, Equipment Document In-kind match, the NEAFWA Non-Lead Hunting Ammunition Resolution Overview, Instructor Background checks, How to Implement updated Basic Hunter Ed standards and presentations by the Council for the Advancement of Hunting and the Shooting Sports (CHASS) discussing updates for R3 Efforts—

NGO—Partnerships, mentorships, and recruiting new hunters. Next year's meeting is tentatively scheduled to be hosted by the state of Maine.

Trapper Education

S. Forlenza hosted trapper education courses for students involved with the Rutgers Wildlife Society Chapter and the Cape May Technical High School's Natural Sciences Program. These trapper education courses covered all the basic rules, regulation, ethics, and safety while also delving into the importance of regulated trapping from a scientific research standpoint. All students left with a much deeper understanding of regulated trapping and its importance in modern society.

Miscellaneous

Staff scored five deer for the NJ Outstanding Deer Program. Three of the deer were harvested with compound bow, one with the crossbow and one with the shotgun. Four of the five deer are eligible for New Jersey Outstanding Deer records. Two of them were also eligible for Pope and Young and one was also eligible for Boone and Crocket. Two of the deer were harvested in Hunterdon County, two from Warren County and one from Sussex County.

K. Griglak attended the Warren County Federation meeting during the report period.

Staff assisted the Bureau of Wildlife Management by staffing the Beaver/Otter check station at Winslow Wildlife Management area for the annual Beaver/Otter check-in day. Staff also assisted the Bureau of Wildlife Management by acting as a collection site for Gray Fox carcasses that will be used for sampling as part of a multi-state study.

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

Staff hosted two Talkin' Turkey Seminars in partnership with The National Wild Turkey Federation (NWTF). One was held on March 1, 2025, at the Pequest Trout Hatchery in Warren County with Bob Eriksen and Scott Hill. A total of 33 participants attended the seminar. After the seminar, staff sent out a survey to the participants who attended and received 22 responses. The survey analysis concluded that 36 percent thought both wild turkey hunting and wild turkey calling techniques were found to be the most interesting topics covered. While 27 percent thought the background and the history of the wild turkey was the most interesting topic covered. Seventy-seven percent of the participants said that the hunting techniques discussion helped them while 23 percent said the hunting techniques discussion somewhat helped them. Seventy-three percent said that the calling techniques helped them while 27 percent said the calling techniques discussion helped them somewhat. After attending this program, 68 percent of the participants are ready to go turkey hunting this year, while 27 percent would like a little more time, but are willing to try turkey hunting and 5 percent are still not ready to go out turkey hunting just yet. One hundred percent of the participants would recommend this program to others.

The R3 Program's second Talkin' Turkey seminar was held on March 15, 2025, at Batsto Historic Village in Burlington County conducted by Joe Leskie and Lou Gambale. There were 60 participants who attended. Staff sent out a survey to all the participants who attended. The survey results and analysis will be forthcoming.

T. Woolley began pulling Women's Mentored Turkey Hunting participants' information. This includes what year the participants took the program and what years the participants have purchased a turkey permit after the program. The objective is to start to gauge the retention of such mentored programs and their perspective influence.

C. Venuti created "How to Apply for Your Turkey Permit and How to Claim Your Turkey Permit" documents. Both documents were sent out to the selected participants for the 2025 Women's Mentored Turkey Hunt. All the selected participants have successfully claimed their required Zone 21B Turkey Permits. Staff will also continue to work on day-of-program logistics, followed by sending the selected participants a program agenda and a packing list.

T. Woolley was in contact with Ray Seborowski from Freehold Fin Fur and Feather Sportsmen's Club to discuss his interest in partnering with our R3 Hunting and Shooting Program for two Shooting Programs this summer and fall. Staff will make arrangements with Ray Seborowski to have a meeting to discuss logistics of the two Shooting Programs.

R3 Tuckahoe Managed Waterfowl Hunt

Staff returned to Tuckahoe to close the blinds for the summer. This included going to all the blinds and removing reflectors from each access path. Staff also removed all parking directional program signs from the impoundments. Over the next few months staff will organize and inventory the Tuckahoe Hunter Registration Shed in preparation for the 2025/2026 season.

R3 Miscellaneous

The Winter 2025 R3 Hunting & Shooting Program newsletter was posted to the website and sent out via GovDelivery to our constituents. Topics include 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.

J. Belfi dropped off and picked up the track chairs for the annual Gallant Heart Disabled Veterans Pheasant Hunt on March 1, 2025, in Salem County. A total of 24 veterans attended. The Gallant Heart organization brings wounded Purple Heart recipients to New Jersey for a weekend of outdoor fun and camaraderie.

C. Venuti attended training at the Central Region Office for utilizing GovDelivery to notify constituents of important information coming from our programs.

Staff attended a meeting with Barb Stoff and her team to discuss churn and avidity reporting and how we can implement the use of the data within the R3 Hunting and Shooting Program. We discussed that the R3 Hunting and Shooting Program would consider providing names, Conservation Identification Numbers and the year of completion for participants who have attended the Women's Mentored Turkey Hunt. This would allow us to see a full report of the avidity of the participants who have continued to turkey hunt since their program year.

J. Leskie and T. Woolley attended the NEAFWA Hunting Ammunition Multi-State Conservation Grant (MSCG) Update and Future Plans Webinar. This webinar was hosted by Adam Miller from the North American Non-Lead Partnership. This webinar covered the next steps in implementing the non-lead ammunition incentive in each of the NEAFWA states. The webinar also gave updates on what the 2026 MSCG will look like. The 2026 MSCG will be submitted to the NEAFWA directors by April 2025.

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

Staff placed orders for all awards which will be given to the qualifying schools and individual archers at the finale of the 2025 New Jersey NASP Virtual Bullseye Tournament and emailed a reminder and last-chance opportunity for schools to register for the 2025 NJ NASP Virtual State Bullseye Tournament. This gave all NJ NASP registered schools a final chance to register for the tournament.

Staff processed registrations for a total of 20 schools participating in the 2025 NJ NASP Virtual State Bullseye Tournament. The school count by division is Elementary School = 4; Middle School = 9; and High School = 7. The individual virtual tournament sessions will be scheduled from February 3 through March 28. Results will be announced by April 4.

Staff conducted, officiated and certified the NJ NASP Virtual State Tournament Sessions at the following schools: West Morris Central High School, Chester; Robert Morris Elementary School, South Bound Brook; New Egypt High School, New Egypt; Clinton Public School, Clinton; and Oxford Central School, Oxford. Other participating schools' sessions will continue through the end of March and will be reported in the next cycle.

Staff partnered with NASP and International Bowhunters Organization (IBO) to host the annual NJ State NASP/IBO 3-D Challenge located at Warren Hills Regional High School on 3/1/2025. This tournament provides archers with an opportunity to shoot at 3-D Game targets at six different distances from 10 to 20 meters. A total of 10 schools with 176 students from Elementary, Middle, and High School divisions competed. This is up from the 8 schools and 174 students competing at the 2023-24 tournament. The top scoring teams in each division earn the opportunity to compete at the 2025 NASP Eastern National IBO 3-D Challenge. The final results by school division are as follows:

Elementary Division – 1st Helen Morgan School Team 1 @ 1,495; 2nd Angelo L. Tomaso School @ 1,307; 3rd Helen Morgan School Team 2 @ 1,244

Middle Division – 1st Oxford Central School @ 1,550; 2nd Harmony Township School @ 1,474; 3rd Sparta Middle School @ 1,468

High School Division – 1st Warren Hills Regional High School @ 1,471; 2nd Sparta High School @ 1,293; 3rd N/A.

Full tournament results are always available for teams and coaches at the NASP Tournament's website. A very special "Thank You" has been extended to the coaches, staff and administration of Warren Hills Regional High School for their generosity in being such a phenomenal host for this, and other events. This school fully understands the incredible value and opportunity the NJ NASP program brings to all students in New Jersey and continues to prove it with actions like this.

Staff conducted site a visit at the following school: Warren County Technical School in Washington – also had a follow-up visit with facilities management to assess proper installation of replacement anchoring system for the arrow curtain.

C. Decker attended the Hunter Education Unit Meeting. This meeting briefed everyone in attendance on how this year's Hunter Education Program will implement program objectives and included updates on budget and grant information in preparation for instructor meetings and classes for the year.

Staff are fielding and finalizing communications regarding schools considering taking advantage of the Easton Foundation's grant program for NASP schools as the funding opportunity is ending at the end of March. 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 toward 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/certification sessions.

Staff continue to field communication with various schools and organizations inquiring about the NASP program and how to become certified along with assisting 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. Interviews were conducted for ten Summer College Student Program applicants. Positions were offered to six applicants.

An on-site pre-bid bulkhead meeting was held on Sedge Island.

Trout in the Classroom (TIC)

A Stream Workshop was held for nine TIC teachers. This workshop focused on fish adaptations, riparian zones, and aquatic insect adaptations. Teachers also had a chance to get down to the Pequest River to learn how to read the water, conduct a visual site assessment of a stream, calculate water flow, and collect/identify macroinvertebrates.

A new program is being developed to train Trout Unlimited (TU) volunteers to offer more programming to TIC teachers at their schools. A kickoff workshop for TU members is being planned.

Angler R3

April workshops have been scheduled and are being promoted. Three workshops will be held at the First Catch Center at the Hackettstown Hatchery.

Final preparations are being made for the *Fishing Education Instructor Training* scheduled for Sunday, March 16, at the Assunpink Wildlife Conservation Cabin. Over 30 participants have confirmed their attendance.

Staff met with the Bureau of Freshwater Fisheries to provide updates on Fishing R3 efforts. Staff provided workshops and community fishing meetup plans for the spring and summer.

Staff attended the Recreation Boating and Fishing Foundation's (RBFF) State Marketing Workshop on February 24-26 in Baltimore, MD. The theme of the workshop was *Casting Connections: Retaining, Engaging and Inspiring Today's Anglers & Boaters*.

Governor's Surf Fishing Tournament

A Governor's Surf Fishing Tournament meeting was attended. The tournament will be held on May 18, 2025.

Education

Staff have been busy gearing up for the spring and are planning to attend the following upcoming events: Barnegat Bay Roundtable, NJ Envirothon, and various Earth Day events.

Staff continue to work on creating an exhibit piece for the NJ State Museum.

Events attended during this reporting period include:

Cumberland County science event on 2/20 – 50 people

Community Park environmental sciences program on 2/24 - 150 students & teachers

Kenilworth scout event on 3/4 - 100 people

Medford Science Summit on 3/8 – Over 200 people

Other

Green Eggs and Sand workshop agenda is being finalized with new presenters included. Registrations are coming in for the workshop that will be held May 3-4, 2025, at the Wetlands Institute.

Staff assisted the Bureau of Freshwater Fisheries with the 2025 Public Warm and Coolwater Fisheries Meeting on February 20, and the 2025 Annual Trout Stocking Meeting on March 11. Both meetings were conducted on GoToWebinar. M. Hencheck edited the recordings, and staff provided closed captioning for both. The recordings were then emailed to participants who attended the meetings as well as to those who registered but were unable to attend.

Staff attended a GovDelivery training.

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

Pequest Natural Resource Education Center

Group registration dates have filled for April and May programs.

The Opening Day of Trout Season Celebration with veterans is being planned. Invites went out and the program filled with 85 veterans and their family members registering.

Eleven participants attended a 2-day Fly Tying Crash Course. One participant traveled all the way from Delaware on the recommendation of a friend.

Nine volunteers participated in an equipment maintenance day to prepare our fishing gear for the upcoming season. New line was added to the reels, and terminal tackle was assembled. Casting rods and reels were inspected and repaired as needed.

The Pequest auditorium was also used for R3's Talkin' Turkey Seminar and a Hunter Education Meeting.

Mobile Education Trailer (MET)

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

Hooked on Fishing - Not on Drugs (HOFNOD) Program

The 10th Annual Youth Fishing Challenge is the largest it has ever been, featuring 53 host sites across all 21 counties! This year, there are 17 new host location sites. Host site sign-up closed on February 28. Host sites were limited to 50 sites to receive prizes and giveaways. Sites exceeding this number will have limited giveaway items but will still be promoted. Event supplies have been organized, and among them are 19 "*early bird*" host sites that will receive extra special giveaways. The event will take place on Saturday, June 7 (Free Fishing Day) and Sunday, June 8, 2025. The main anniversary location, staffed with employees, will be at Lake Lenape East in Atlantic County. Currently, staff are coordinating exhibitors and local community service organizations. Additionally, a local high school band will provide musical entertainment in the music pavilion.

Staff is coordinating Sisters Afield events for 2025 and the broader Hooked on Fishing program. Included in the plans are two campouts and participation in the Governor's Surf Fishing Tournament.

WEBSITE ACTIVITY (Doug Rizio)

New and Updated Pages, Images, and Documents

One news post was published in February.

One older post was updated retroactively in the news archive.

One job opening was also published; one was deleted after its closing date.

Eight event posts were created or updated during the report period as well.

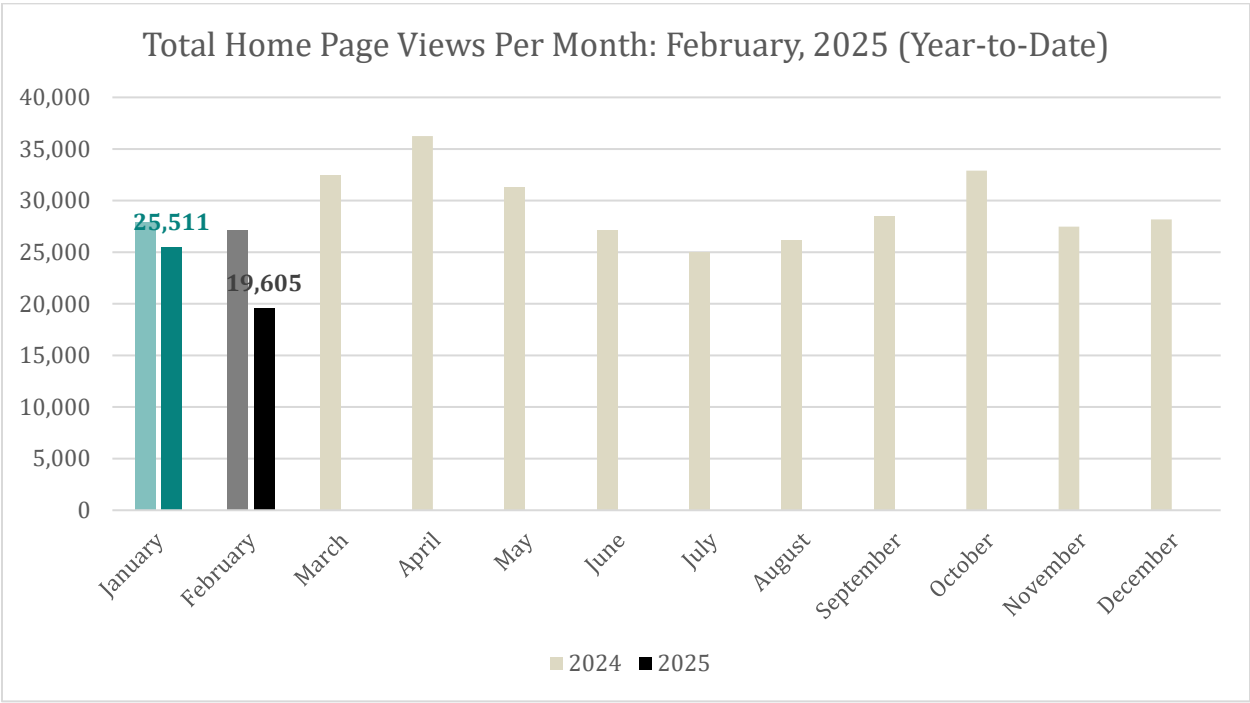
Additionally, one new web page was created; while none were deleted or consolidated into other ones; and approximately 44 existing web pages were updated throughout this duration.

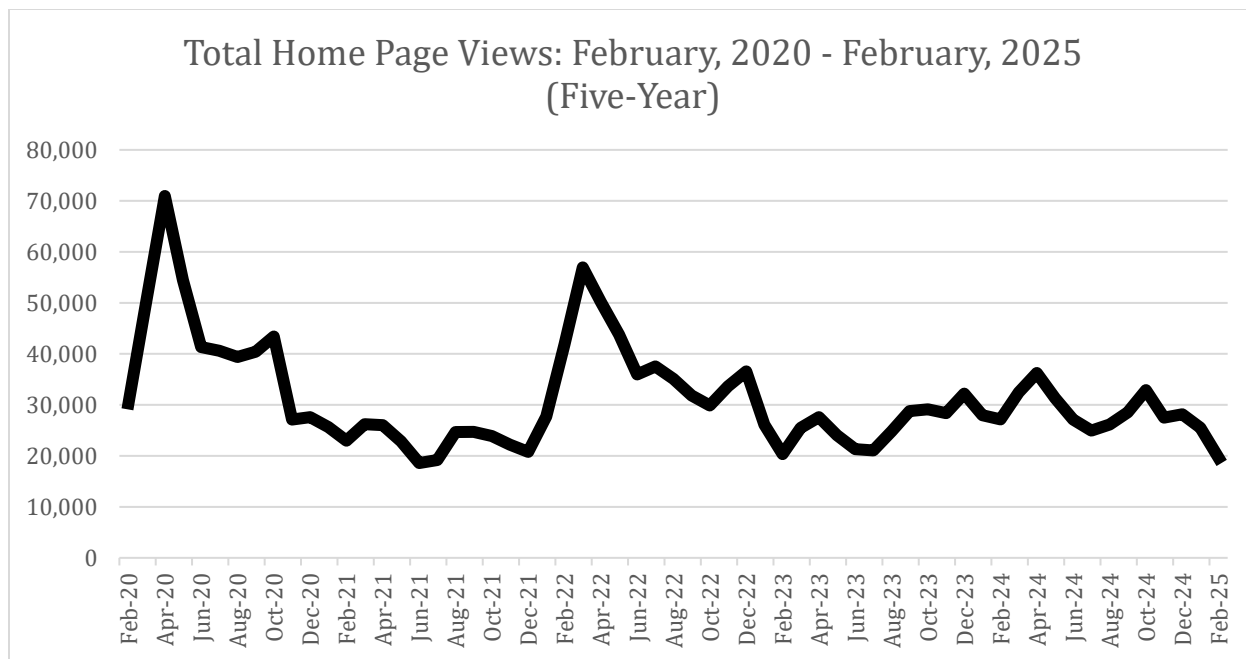
Approximately 41 documents were edited in or converted to PDF format. These included: Bureau Reports (9) in one .zip file; Meeting Documents (1) in one .zip file; Minutes/Notices/Agendas (7); and others (24).

Sixteen images and three videos were also edited and posted.

Analytics – Home Page

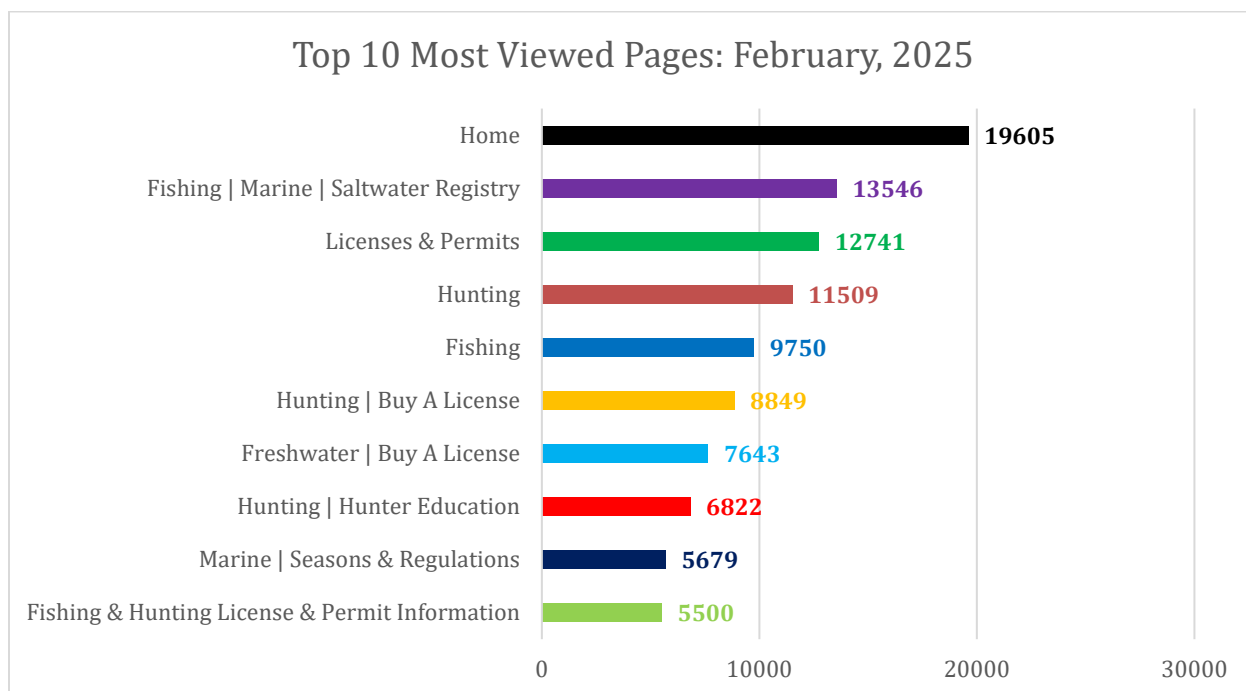
The number of views on the home page this February was 19,605; an average of about 701 views per day. It is a change of -5,906 views (or -23.15%) from the previous month of January (25,511), and a change of -7,548 views (or -27.80%) from February of the previous year (27,153).



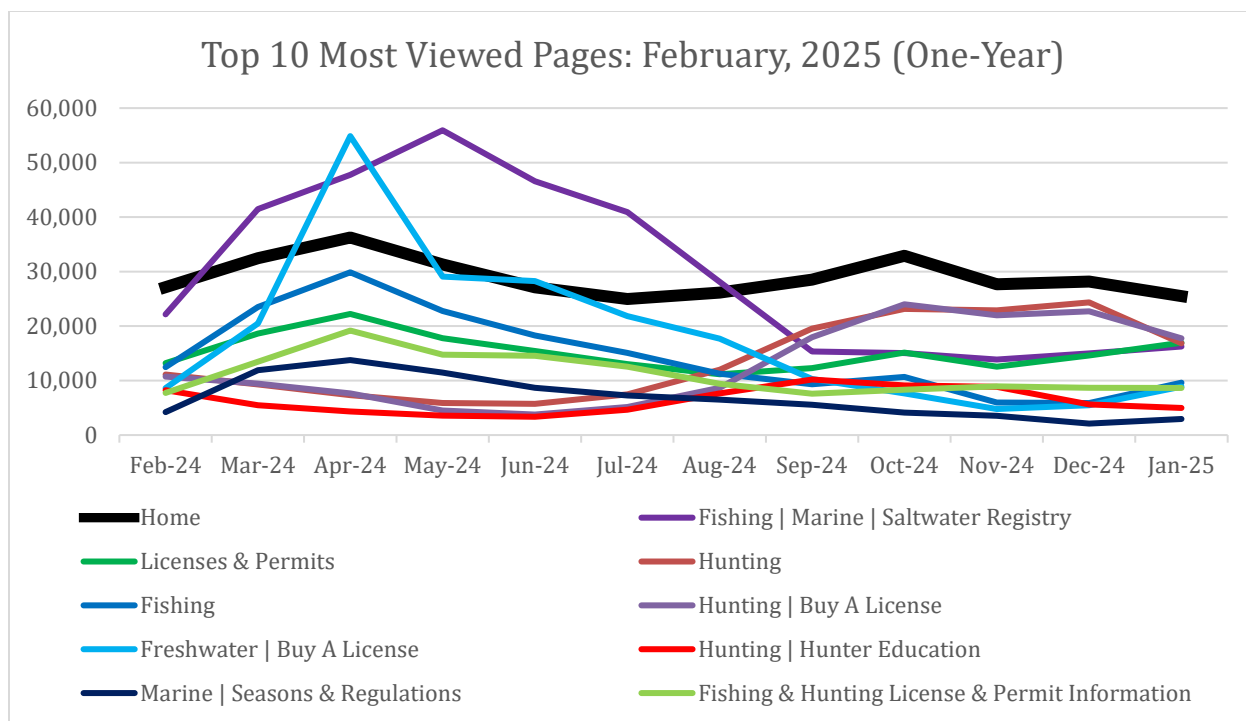


Analytics

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:



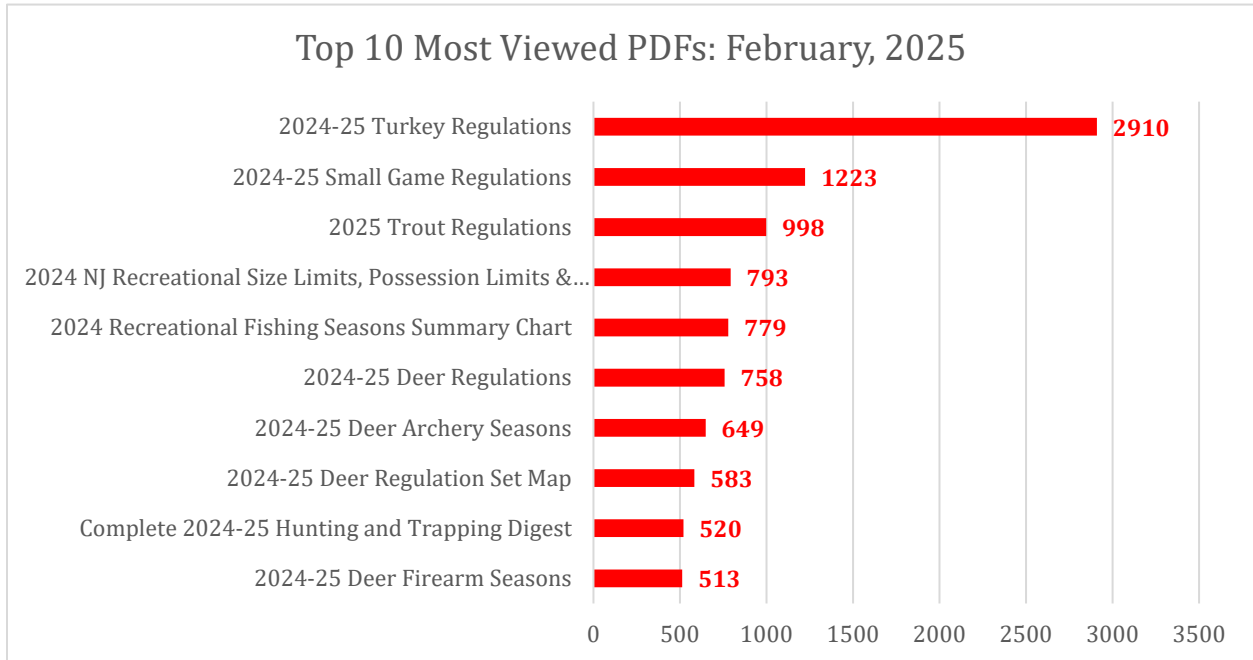
Rank	Page Name	Views
1	Home	19,605
2	Fishing Marine Saltwater Registry	13,546
3	Licenses & Permits	12,741
4	Hunting	11,509
5	Fishing	9,750
6	Hunting Buy A License	8,849
7	Freshwater Buy A License	7,643
8	Hunting Hunter Education	6,822
9	Marine Seasons & Regulations	5,679
10	Fishing & Hunting License & Permit Information	5,500

Other popular pages on the website were:

Rank	Page Name	Views
11	Marine	5,260
12	Hunting Wild Turkey Season and Regulations	4,206
13	Freshwater 2023 Spring Trout Fishing Information	4,144
14	Marine Recreational Fish & Wildlife	3,775
15	Hunting Deer Seasons and Regulations	3,474
16	Freshwater	3,125
17	News Spring Turkey Permit Lottery Application Information	2,807
18	Jobs	2,634

19	Hunting and Trapping Digest	2,571
20	Marine Recreational Licenses And Permits	2,439

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	2024-25 Turkey Regulations	2,910
2	2024-25 Small Game Regulations	1,223
3	2025 Trout Regulations	998
4	2024 NJ Recreational Size Limits, Possession Limits & Seasons	793
5	2024 Recreational Fishing Seasons Summary Chart	779
6	2024-25 Deer Regulations	758
7	2024-25 Deer Archery Seasons	649
8	2024-25 Deer Regulation Set Map	583
9	Complete 2024-25 Hunting and Trapping Digest	520
10	2024-25 Deer Firearm Seasons	513

Additional Activities

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

WILDLIFE INFORMATION/PUBLIC OUTREACH (Linda DiPiano)

GovDelivery (Listserv) Messages

Five (5) email messages were drafted and sent to various e-mail lists and outdoor writers. Assistance was provided to staff with ten (10) additional messages.

1. Spring Turkey Permit Lottery Application Deadline Saturday (2/19/25)
2. Support Peaslee WMA (2/21/25)
3. REMINDER - Pheasant and Quail Stamp Buyer Survey (2/24/25)
4. 2025 Spring Turkey Permit Information (2/25/25)
5. Millville WMA Centerfire Rifle Range – Berm Maintenance Closure (2/28/25)

GovDelivery List Numbers to Date

	3/1/2025
Freshwater Fishing	62664
Hunting	44178
Marine Fishing	58995
Wildlife	40758
Education	35933
Endangered Species	32337
Shellfish	38432
Outdoors	46879
Sparta Mt.	27955
CHANJ	32244
Marine CARES Act Information	17488
Marine Fisheries Grant and Assistance Information	5459
Total	443322

Responses to the Public Email Address

Approximately 181 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 25 of the 36 participants will be showcasing their deer at the April 26 Deer Classic. One participant dropped out due to a sporting tournament.

Marine Digest

Received the second pass edits back from Marine Fisheries staff on February 14, 2025, reviewed all edits, and uploaded the pass to the publisher on February 18, 2025.

Received the third pass of the digest back from the publisher on February 24, 2025, and immediately sent it to Marine Fisheries staff with a due date of March 6, 2025.

Received the third pass edits back from Marine Fisheries staff on March 6, 2025, reviewed all edits, and uploaded the pass to the publisher on March 7, 2025.

Hunting and Trapping Digest

Received the first pass of the digest back from the publisher on February 18, 2025. Made edits and sent them to Wildlife, Licensing, Law, Lands, Hunter Education, and Office of GIS staff with a due date of March 13, 2025.

Received first pass edits back from staff on March 13 and 14, 2025.

Wildlife Conservation Corps

The Wildlife Conservation Corps now has 4,934 members.

One volunteer opportunity was available during this reporting period:
Volunteers Needed for Opening Day Angler Surveys

Other

Met with Freshwater Fisheries staff to discuss and practice using the GoToMeeting platform, which would be used to broadcast the virtual Warm and Coolwater Fisheries meeting.

Assisted Freshwater Fisheries with the virtual Warm and Coolwater Fisheries Meeting held on February 20, 2025.

Met with Freshwater Fisheries staff to discuss and practice using the GoToMeeting platform, which would be used to broadcast the virtual Public Trout meeting.

Assisted Freshwater Fisheries with the virtual Public Trout Meeting held on March 11, 2025.

Met with staff from the Office of Fish and Wildlife Health and Forensics, Office of Fish and Wildlife Information Systems, and the Bureau of Information and Education's Outreach section to discuss the new bird disease reporting form and how we would be getting the information out to the public.

Attended a virtual Governor's Surf Fishing Tournament Meeting.

Attended a meeting between Angler R3 and Freshwater Fisheries staff to discuss upcoming events where bureaus could partner resources.

Trained more I&E staff on how to use the GovDelivery email system.

Attended an Association for Conservation Information board meeting to discuss the upcoming July conference.

Attended a meeting with our GovDelivery Account Maintenance manager to discuss how we use GovDelivery and how it could be made to better serve our needs. These meetings will be ongoing.

WILDLIFE INFORMATION – INTERNAL COMMUNICATION (Kathy Porutski)

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

February Bureau Reports
NOV Posting - NJFW (Biologist Trainee)
Avian Influenza Update (DRAFTED)

Responses to the Public Email Address

As stated earlier, approximately 181 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.

During this reporting period, many of the questions had to do with dead bird sightings and Avian influenza. Several inquiries were also received about falconry, and the use of air guns and drones.

Two of the most unusual: a plea for help from a homeowner regarding hundreds of pigeons loitering on her roof and someone asking if NJFW had a special dump site for carcasses.

Other

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

PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)

Publications/Graphics

- Bear education publications – Spanish card print request and bids at 3 quantities
- Black Bear Activity Booklet reviews and Communications review requested
- Activity Booklet specs written and print request at 3 quantities
- Tax Check-Off graphics created for social promotions
- Dynamic QR code created for IG site
- TAP forms and PDF art created, print requests made for education materials
- QR code made for saltwater seasons and regs, coordinated with webmaster
- QR code made for NOAA angler intercept survey page, coordinated with webmaster
- QR code made for saltwater rec season summary chart, coordinated with webmaster
- QR code made for Reef Deployment feedback form, coordinated with webmaster
- Follow up on outstanding print requests with Treasury Print Shop
- 6 QR codes made for GIS application sites, coordinated with webmaster for dynamic code creation and analytic capabilities

Photography/Videography

- South Branch WMA site visit for winter bird footage
- Delaware Bay Artificial Reef project communications
- Black River range and site visit, woodpecker and wildlife footage
- Site visit for reef deployment project, analysis, airspace identified, and shots outlined
- Contact DEP Lead PIC for assistance and flight mission discussions
- Black River WMA of the month video reviews, and feedback shared with editor
- Waterloo nighttime amphibian crossing documentation and macro footage
- Deer and bird footage review and share with staff
- Weekend vernal pool inspections made at 4 sites in central NJ
- Amphibian footage reviewed and formatted for sharing with staff
- Footage review and upload to staff
- Download from OneDrive drive began to clear space, define backup type and for future migration to V: drive as requested by DEP OIT
- WMA footage reviewed and shared with staff via upload
- iCloud image and video review, and compilation for uploads
- Total review and upload of 8 GB of footage and stills shared with video editor

Meetings/Training

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

PUBLIC INFORMATION AND DIGITAL MEDIA (Matt Hencheck)

Video Production

- *Black River WMA of the Month promo* video – Filmed the landscape of the Black River Wildlife Management Area for the WMA of the Month promo. Each month, I&E’s video production team highlights the landscape and activities the public can enjoy at each wildlife management area. This video was posted to NJ Fish & Wildlife’s social media platforms in early March.
- *2025 Annual Trout Meeting* – Edited the meeting for time and added captions. The meeting has been posted to our public YouTube Channel.
- *2025 Public Warm and Cool water Meeting* – Edited the live meeting for time and captioned the video. This edited version has been posted to our YouTube Channel.
- *Ice Fishing Webinar* - Edited an ice fishing webinar conducted by staff biologist Keith Griglak. This video was edited for time, captioned and will be posted to our YouTube Channel soon.
- *2025 Spring Stocking promo* video – Edited a short promo video consisting of New Jersey Fish and Wildlife staff stocking various bodies of water throughout the state to promote the start of the spring trout stocking season.
- *Amphibians on the Move* video – We documented amphibians making the annual migration from their forested home to their local vernal pool during the breeding season. An ENSP staff biologist guided us along a busy known road where many of these amphibians make this journey during rainy, mild nights in late winter/early spring. I edited a short video highlighting this amazing spectacle. This video was posted to social media in Mid-March.
- *Women’s History Month* promo – Every March, to honor the women who work for NJDEP Fish and Wildlife, I edit a short video featuring many of our female staff as they work in the field or conduct educational programs. This year’s video was posted in early March.

SOCIAL MEDIA (Katie Paey)

Facebook

The NJFW Facebook (FB) page had **54,695 followers** at the end of this reporting period.

The total organic reach of the NJFW FB page during this reporting period was 327,387 people.

30 Facebook posts were posted this period. Posts include photographs and video taken by staff, graphic pieces created for special promotions and shared posts from other pages.

Post topics included: Go Fish Fridays, Wild About NJ Campaign content, Hunter education registration, Freshwater Fisheries meeting, turkey permit application period, employment opportunities, Conservation Police Officer graduation, ASMFC newsletter, tax check-off, Hackettstown State Fish Hatchery 2024 stocking summary, annual trout stocking meeting, Millville range closure, World Seagrass Day, World Wildlife Day, Green Eggs and Sand workshop, Women's History Month, Trout Season information, First Catch Center workshops, Sedge overnight programs, WMA of the Month, bear presentations and exhibits.

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):

3/11 – Sedge overnight programs – reached **106,554** people, **465** interactions

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 **19,485 followers** at the end of this reporting period.

The total organic reach of the NJFW Instagram page during this reporting period was 26,010 people.

28 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 NJ Campaign content, Hunter education registration, Freshwater Fisheries meeting, turkey permit application period, employment opportunities, Conservation Police Officer graduation, ASMFC newsletter, tax check-off, Hackettstown State Fish Hatchery 2024 stocking summary, annual trout stocking meeting, Millville range closure, World Seagrass Day, World Wildlife Day, Green Eggs and Sand workshop, Women's History Month, Trout Season information, First Catch Center workshops, Sedge overnight programs, WMA of the Month, bear presentations and exhibits

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 –

2/21 – Conservation Police Officer graduation – reached **7,724** people with **446** 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.
- An Avian Influenza meeting was attended to discuss outreach for a new reporting tool that is in development.
- A GovDelivery training was attended. One GovDelivery email (Most Trout Waters to Close March 17) was drafted, scheduled and sent during this reporting period.
- Google Analytics campaign data for the “Will You Be My Buddy?” R3 Fishing email campaign was provided to staff.

OUTREACH GROUP (Michelle Smith)

Outreach Group

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

Biweekly Outreach Group meetings were conducted.

New Jersey Fish and Wildlife’s FY25 black bear multi-media outreach campaign plan was drafted and approved. The campaign will commence in mid-March 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.

Two black bear publications were edited and submitted for printing.

Outreach group content was compiled for the WSFR Outreach Grant performance report.

A GovDelivery training was attended to learn how to distribute messages using the platform.

BLACK BEAR EDUCATION PROGRAM (Stephanie Getto)

Bear Presentations and Exhibits

- Seven presentations were given, reaching 269 people across three counties

Program Type	Date	Location	Attendees
Presentation	2/21/25	Cub Scout Pack 40 (Cedar Knolls, Morris County)	48
Presentation	2/27/25	NJ Association of Wildlife Rehab (Online; residents of Medford, Burlington County)	36
Presentation	2/28/25	Cub Scout Pack 86 (Lyndhurst, Bergen County)	20
Presentation (x4)	3/4/25	Madison Junior School (Madison, Morris County)	165
TOTAL			269

Bear Literature Distribution

- 233 pieces of black bear safety literature were distributed

Literature Type	Amount Distributed
English Brochures	165
Spanish Brochures	0
Kids Activity Books	68
Camper Cards	0
Tyvek Signs	0
TOTAL	233

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 create more focused bear safety presentations for hikers/campers