



BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT

Al Ivany, Chief

March 16 – April 15, 2025

HUNTER EDUCATION/ R3 HUNTING & SHOOTING PROGRAM/ NASP

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

Staff conducted 16 hunter education classes statewide during this reporting period and graduated 322 bow hunter education students and 700 firearm hunter education students distributing 1,022 certifications. Some classes had a third range session added to help accommodate demand. Overall instructor support has been extremely high, allowing multiple firearm lines to be utilized.

Staff held one final hunter education instructor meeting in the southern region for 30 instructors.

Staff trained seven new hunter education instructors in the southern region. Those individuals will shadow senior instructors on the ranges for two classes before teaching their own stations.

Staff received 34 requests for duplicate Hunter Education cards during the reporting period. Of these requests, 51 individual disciplines were able to be located while six were not. Staff notify each constituent 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 if needed. To locate records, staff must collect specific information from each person to begin the research process.

Staff received 70 voicemails on the Hunter Education line during the reporting period. The highest percentage of calls (29%) were not related to Hunter Education. The second highest percentage of calls (23%) were requests for duplicate Hunter Education cards. The third highest

requests (17%) were in relation to live-fire range sessions. The remaining topics are as follows: 13% for general questions about our classes, 10% non-residents looking to hunt New Jersey, 4% hunters looking to obtain permissions to purchase rifle/muzzleloader permits, 3% miscellaneous Hunter Education assistance and 1% for Trapper Education.

Staff processed 37 non-resident license unlocks, most during the first half of this reporting period for hunters trying to purchase their license and claim the permits they were awarded in the lottery. Staff processed eight rifle permit unlocks for those individuals who previously completed shotgun education but not rifle education before they were merged into a single course.

Trapper Education

Staff held two trapper education classes during this period and graduated 90 students between the two.

Miscellaneous

J. Leskie attended an Ocean Township Council Meeting to discuss specifics of hunter education requirements in the State of New Jersey in relation to the township's recent ordinance to prohibit hunting east of Route 9. Members of the Bureau of Wildlife Management's Deer Research Project were also on hand to discuss specifics on deer management. After Fish and Wildlife staff presented detailed information, members of the hunting community spoke in favor of rescinding the ordinance. Consequently, the Council voted to rescind it and were pleased with the amount of support for the motion. The supporting hunters were very appreciative of Fish & Wildlife's involvement with this meeting.

C. Venuti-Williams created a document for assisting students who need to cancel their class registrations. This document has been shared with all Hunter Education staff so that we may be able to assist constituents to the best of our ability.

Class schedules for the remainder of the spring have been posted. Registration is open 45 days prior to each class. Sessions will be added if the demand warrants it.

Staff have been testing out new archery targets. Due to many crossbows shooting 500 feet per second, the old targets are no longer adequate. The northern and southern regions have ordered different brands. At the end of the spring sessions, we will determine which brand/model is better to move forward with.

Staff attended an RFP meeting hosted by the Office of Business Administration to determine future needs from the electronic licensing system.

S. Forlenza assisted the deer project with spotlight surveys in the zones affected by EHD outbreaks in previous years.

K. Griglak attended the Warren County Federation of Sportsmen's Clubs' meeting as an agency representative during the report period.

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

Staff contacted participants for the 2025 Women's Mentored Turkey Hunting Workshop with the suggested packing list. Staff will be reaching out to participants again over the next few weeks to send them a 3-day agenda. Staff will be meeting with Landis Sewerage Authority (LSA) members to pre-scout locations and update hunting maps to prepare for scheduling mentors and mentees. J. Belfi has been pre-scouting some of the LSA hunting areas in the early mornings. Collecting this information will help determine which hunting locations we will be using for the workshop.

Staff contacted Andrew Crosby, Superintendent of Parvin State Park to confirm use of the park cabins during the upcoming Women's Mentored Turkey Hunt. All eight participants will be staying in cabins along with staff members.

Staff met with Ray Seborowski from Fin, Fur, and Feather Sportsmen's Club of New Jersey to schedule an Introduction to Shooting Sporting Clays Workshop on Sunday, June 15, 2025. Staff will continue to work on logistics, including an official agenda, flyer, and registration form.

Staff have been in contact with Bringhurst Meats in Berlin (Camden County) to schedule dates for two Deer Butchering Workshops in the Fall. The first one is scheduled for Friday, September 26, 2025, and the second will be held Friday, October 3, 2025. R3 staff will handle promotion and registration for the workshops, while Bringhurst Meats butchering staff will handle the butchering demonstrations. Staff will continue to work on the flyer and registration forms for both programs as we continue to partner with New Jersey's Hunters Helping the Hungry Program.

Staff completed the survey analysis for the Batsto Talkin' Turkey Seminar. A total of 46 participants completed the survey. The analysis concluded that 59% of the individuals found that the wild turkey hunting techniques portion of the seminar was the most interesting, followed by 29% turkey background and 13% turkey calling techniques. After attending this program, 27% of the participants are ready to go turkey hunting this year, while 73% need a little more time but are willing to try. All survey respondents would recommend this R3 program to others.

T. Woolley began pulling the Women's Sedge Island Mentored Coastal Waterfowl Hunting participants' information. This includes what year the participants took the program and what years the participants purchased New Jersey State Waterfowl Stamp and HIP Certifications after taking it. The objective is to gauge the retention of such mentored programs and their respective influence.

R3 Tuckahoe Managed Waterfowl Hunt

J. Leskie provided a 3-year program analysis of the Tuckahoe Managed Waterfowl Hunt Program to L. DiPiano for presentation at the 2025 NEAFWA Conference's R3 Committee meeting.

R3 Miscellaneous

T. Woolley attended the Ocean Township Council Meeting. with J. Leskie, J. Powers and B. Schumm.

Staff was contacted by Hutton Hill Rifle and Revolver Club in Winslow Township. The club would like a staff member from the R3 Hunting & Shooting Program to offer a presentation on current R3 Program initiatives. T. Woolley will be attending a Members' Club Meeting on Friday, July 25, 2025, to discuss what the R3 Hunting and Shooting Program currently offers.

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 NJ NASP Virtual Bullseye Tournament.

Staff emailed a reminder 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 event.

Staff processed registrations for a total of 20 schools participating in the 2025 NJ NASP Virtual State Bullseye Tournament. Individual virtual tournament sessions will be scheduled February 3-March 28. The results will be announced by April 4, 2025.

Staff conducted, officiated and certified the NJ NASP Virtual State Tournament Sessions at the following schools: West Morris Central High School in Chester; Robert Morris Elementary School in South Bound Brook; New Egypt High School in New Egypt; Clinton Public School in Clinton; and Oxford Central School in 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 at Warren Hills Regional High School on March 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 an increase from the eight schools and 174 students that competed during 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. Full tournament results are always available for teams and coaches at the NASP Tournaments website. A very special "thank you" was extended to the coaches, staff and administrators of Warren Hills Regional High School for their generosity in being a phenomenal host for this and other events.

Staff is fielding and finalizing communications regarding schools considering taking advantage of the Easton Foundation's grant program for NASP schools, as the funding opportunity closes at the end of March. Current enrollment for the 2024-25 school year is seven new and five existing schools for a year-to-date total of \$12,500.00 in grant funding for use 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 continues 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)

A volunteer day was held to open the Sedge House in preparation for groups starting in May. Only one issue occurred. After starting the water, the jet pump was not holding pressure. A company came out to assess the problem, and it is a faulty check valve. Subsequently, a filter and *stainless-steel* check valve were recommended, as this problem previously occurred in 2023.

The new bulkhead construction project is moving forward. Staff attended a pre-construction meeting.

Trout in the Classroom (TIC)

Teachers received their stocking permits for this year. Staff worked with the Bureau of Freshwater Fisheries to revise how stocking permits are handled, and now returning teachers' permits are valid for five years.

Staff developed a new program to utilize Trout Unlimited (TU) volunteers to provide in-school programs for TIC classes. Eight TU members attended a training to learn three activities they can bring to a classroom setting at a TIC school.

Angler R3

A Fishing Education Instructor Training was held on Sunday, March 16, at the Assunpink Wildlife Conservation Cabin. Thirty-one (31) participants attended. This training provided volunteers with the skills necessary to assist with fishing education programs primarily at Pequest, the First Catch Center, and Let's Go Fishing programs.

A Fishing Education Instructor Appreciation Day was held at Hackettstown State Hatchery on March 29 for volunteers who assisted with workshops. Twenty-six individuals were invited with 12 attending.

Three fishing workshops were held at *Hackettstown Hatchery's First Catch Center* in April. Two Women's Fishing Workshops were held on April 4 for six participants and April 13 for 14 participants. One Family Fishing Workshop was held on April 12 for 25 participants.

Two *Let's Go Fishing!* workshops are scheduled - April 16 at Ocean County Park in Lakewood and April 23 at Anthony Campanella Park in Vineland. These workshops are not just for adults as in previous years, but are open to families as well.

A meeting was held for Freshwater Fisheries, Information & Education, and Licensing staff members to discuss current freshwater fishing license sales and marketing ideas.

Governor's Surf Fishing Tournament

A Governor's Surf Fishing Tournament meeting was attended. Tournament registrations are being received and processed. Early registration deadline is April 19.

Education

Staff finalized and delivered a fish ladder model to the New Jersey State Museum for their upcoming exhibit, *Ecosystems at Risk*.

Staff met with Sustainable Jersey staff to discuss the upcoming Climate Challenge contest.

Staff presented at the following:

- March 19, Community Park Elementary School "STEAM Day" – presentation of a hands-on lesson about wildlife, state history, and sustainability for over 100 students and teachers.
- March 24, Brookdale Community College - presentation on Climate Change and Wildlife for approximately 65 attendees representing college students, the public, and members of the local Sierra Club.
- March 27, Unity Charter School in Morristown – presentation of a hands-on lesson about wildlife, state history, and sustainability for 35 students and teachers.

Staff exhibited at the following:

- March 25, Georgian Court University for "Ecology Day" with 200+ attendees.
- April 3, Toms River Green Fair with over 300 attendees.

Other

Staff worked alongside J. Harle to update the Aquatic Education Federal Grant budget and narrative.

Green Eggs and Sand workshop is scheduled for May 3-4 at The Wetlands Institute in Stone Harbor. Workshop preparations are being finalized.

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

Pequest Natural Resource Education Center

School group programs have started with six groups attending a program during this reporting period. Two Hatchery Tours and Trout Habitat Hikes were held for 36 students, one Trout Fry program was held for 25 students, one Trout Habitat Hike was given for 11 students, one Hatchery Tour was given to 30 students, and one Fishing Basics program was held for 25 students.

Two public programs were held this month, including an Introduction to NJ Trout Seminar with 10 people attending and a Fly Casting 101 class for seven people.

The Annual Opening Day Celebration with Veterans was held on April 5 with 65 military veterans and their families in attendance. Hackettstown Elk Lodge #2331 generously donated breakfast items for the event along with Bagelsmith of Belvidere.

The site was also used for Hunter Education and Watershed Ambassador Training.

Mobile Education Trailer (MET)

Although the MET could not fit through the gates of Califon Island Park, staff did attend the annual Trout Fest with a table display. About 700 people attended the event this year.

WEBSITE ACTIVITY (Doug Rizio)

New and Updated Pages, Images, and Documents

One news post was published in March.

One job opening announcement was deleted after its closing date.

Twenty-three event posts were created or updated during the report period.

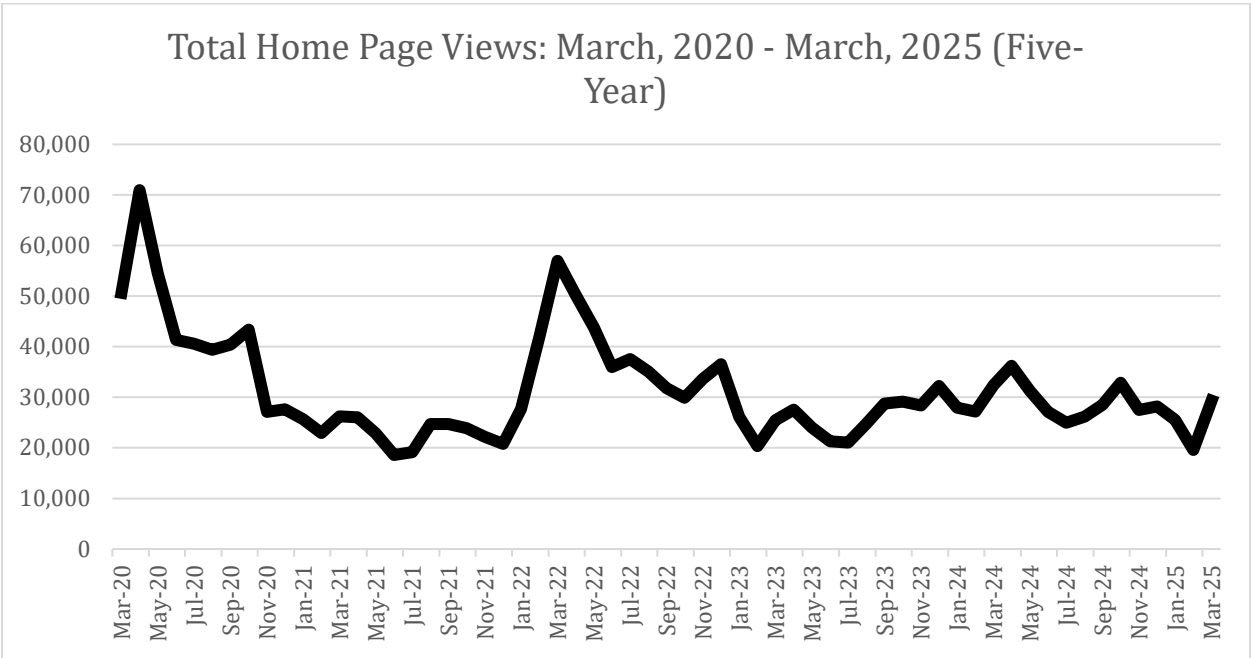
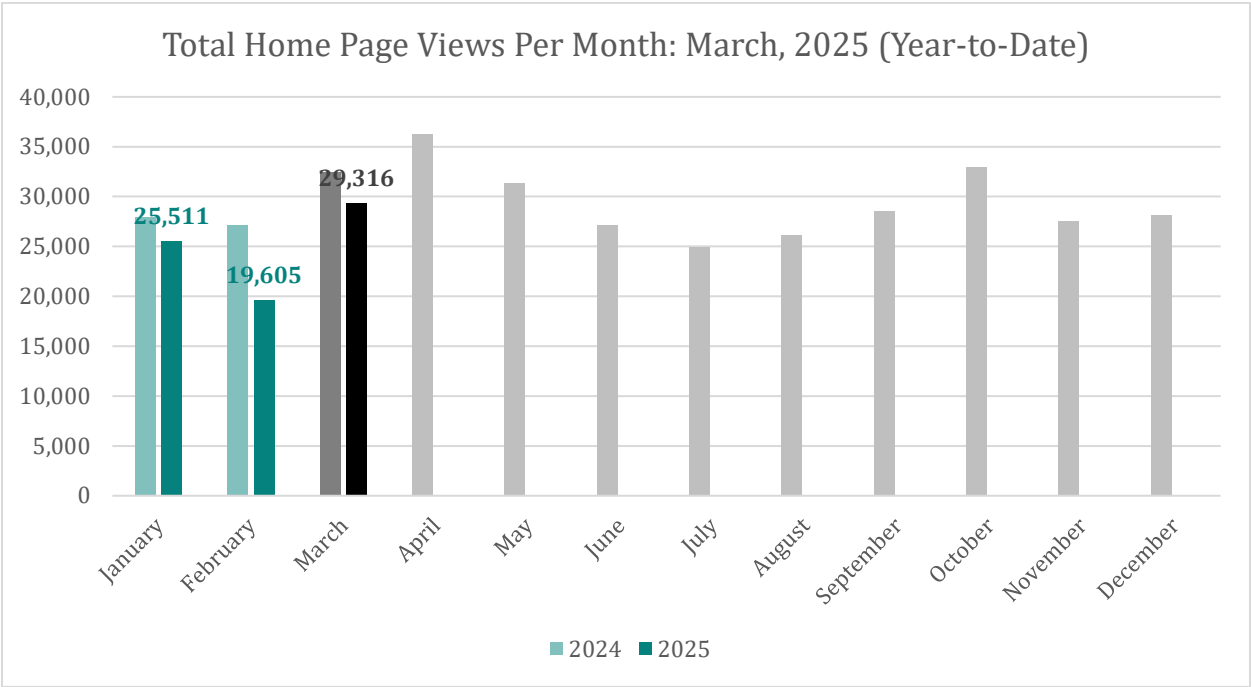
Approximately 43 existing web pages were updated throughout this duration. Also, 16 new URL redirections were created from one page to another.

Approximately 61 documents were edited in or converted to PDF format. These included: Bureau Reports (9) in one .zip file; Meeting Documents (14) in two .zip files; Minutes/Notices/Agendas (13); and others (25).

Sixteen images and three videos were also edited and posted.

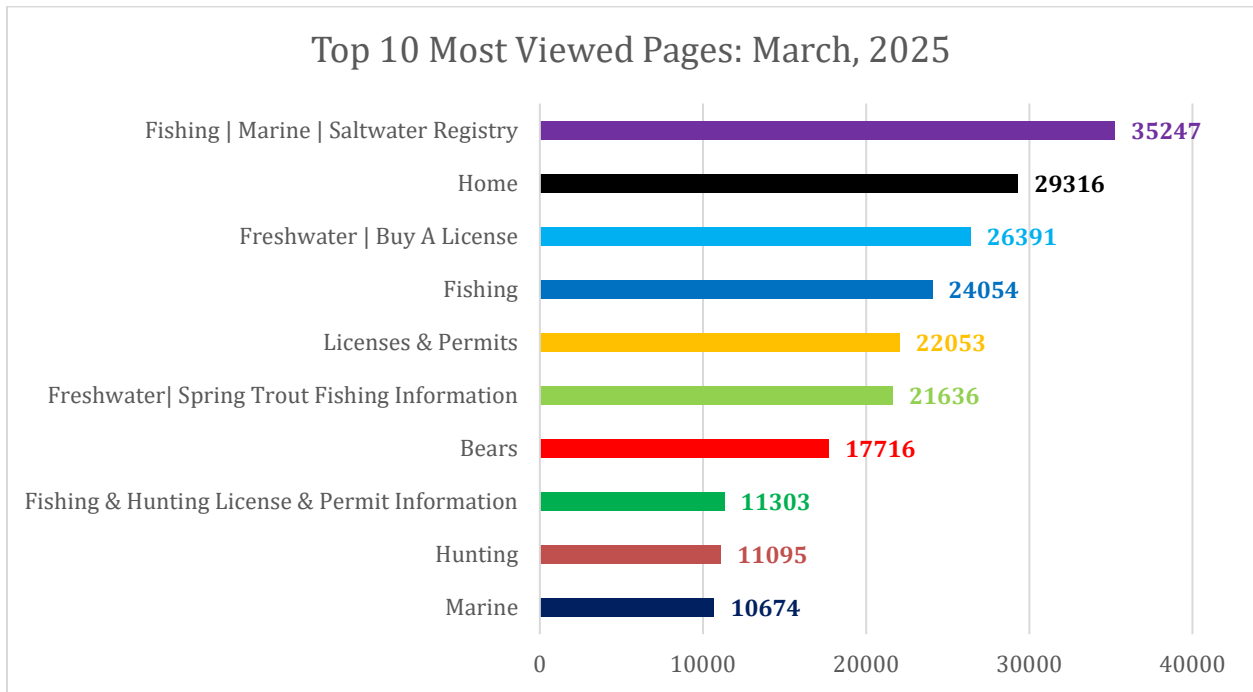
Analytics – Home Page

The number of views on the home page this March was 29,316; an average of about 946 views per day. It is a change of +9,711 views (or +49.53%) from the previous month of February (19,605), and a change of -3,143 views (or -9.68%) from March of the previous year (32,549).

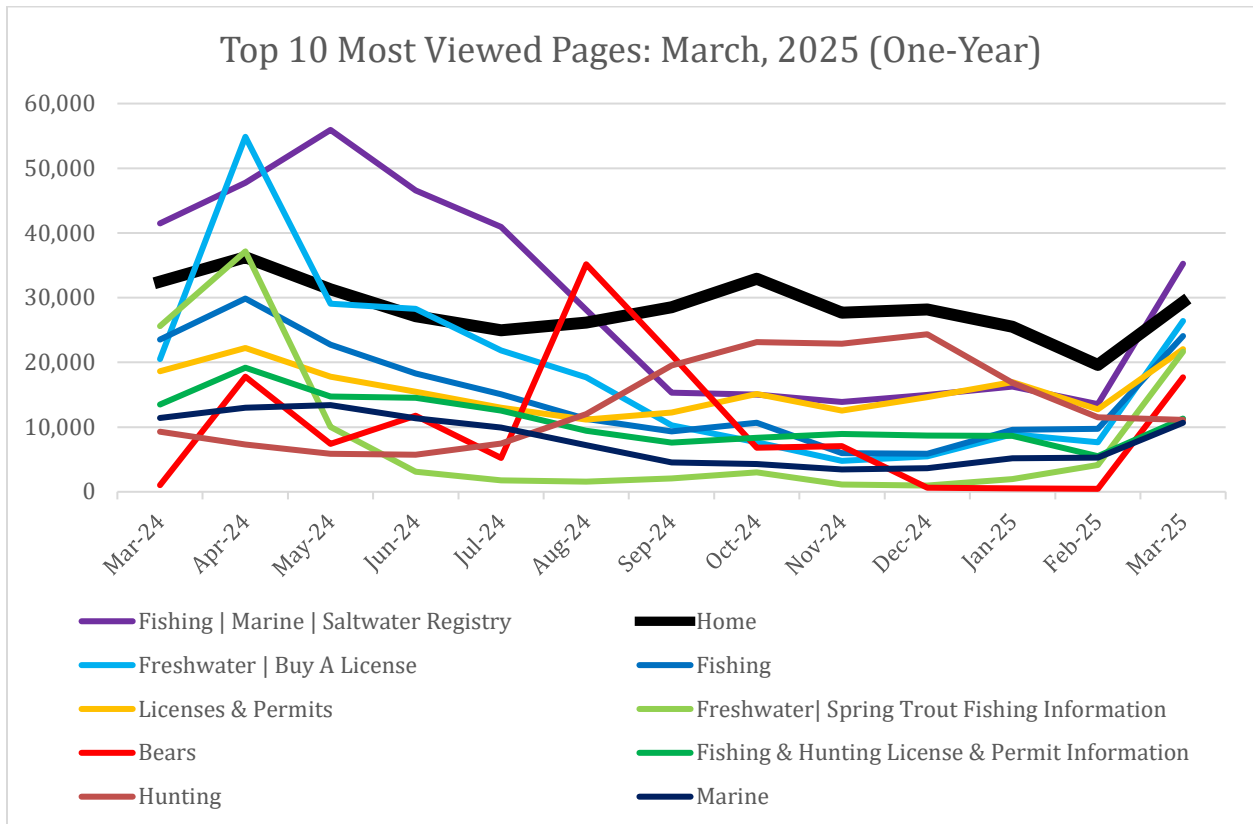


Analytics

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:

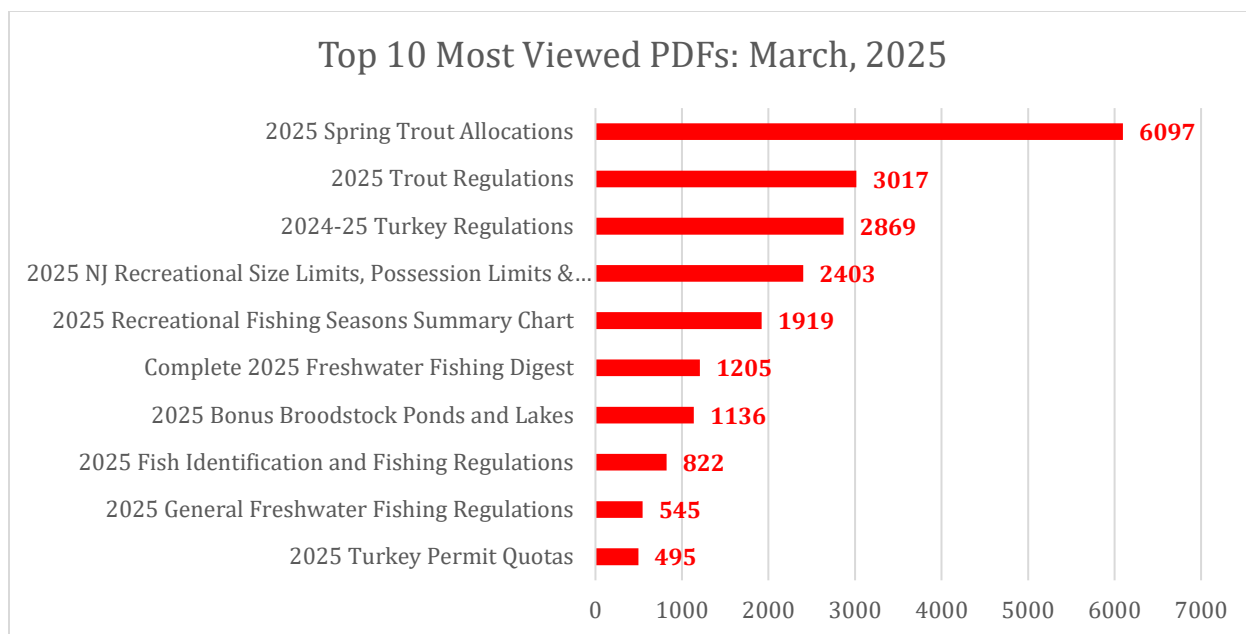


Rank	Page Name	Views
1	<u>Fishing Marine Saltwater Registry</u>	35,247
2	<u>Home</u>	29,316
3	<u>Freshwater Buy A License</u>	26,391
4	<u>Fishing</u>	24,054
5	<u>Licenses & Permits</u>	22,053
6	<u>Freshwater Spring Trout Fishing Information</u>	21,636
7	<u>Bears</u>	17,716
8	<u>Fishing & Hunting License & Permit Information</u>	11,303
9	<u>Hunting</u>	11,095
10	<u>Marine</u>	10,674

Other popular pages on the website were:

Rank	Page Name	Views
11	<u>Hunting Buy A License</u>	9,337
12	<u>Freshwater</u>	9,295
13	<u>Marine Seasons & Regulations</u>	9,210
14	<u>Marine Recreational Fish & Wildlife</u>	8,483
15	<u>Marine Recreational Licenses And Permits</u>	5,660
16	<u>Hunting Hunter Education</u>	5,506
17	<u>Winter Trout Stocking Information</u>	5,479
18	<u>Hunting Wild Turkey Season and Regulations</u>	5,323
19	<u>License Agents</u>	4,641
20	<u>Freshwater Fishing Access Locations on Trout Waters - County Listing</u>	4,547

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	2025 Spring Trout Allocations	6,097
2	2025 Trout Regulations	3,017
3	2024-25 Turkey Regulations	2,869
4	2025 NJ Recreational Size Limits, Possession Limits & Seasons	2,403
5	2025 Recreational Fishing Seasons Summary Chart	1,919
6	Complete 2025 Freshwater Fishing Digest	1,205
7	2025 Bonus Broodstock Ponds and Lakes	1,136
8	2025 Fish Identification and Fishing Regulations	822
9	2025 General Freshwater Fishing Regulations	545
10	2025 Turkey Permit Quotas	495

Additional Activities

Additional activities included weekly meetings to plan the development of the new State Wildlife Action Plan website, bi-weekly Outreach Group meetings, Commissioner's Updates.

WILDLIFE INFORMATION/PUBLIC OUTREACH (Linda DiPiano)

GovDelivery (Listserv) Messages

Nine (9) email messages were drafted and sent to various e-mail lists and outdoor writers. Assistance was provided to staff with nine (9) additional messages.

1. Turkey Permit Pickup Deadline is Wednesday & OTC Sales Begin Monday (3/17/25)

2. NEW - Wild Bird Disease Reporting Form (3/20/25)
3. Temporary Closure of Malibu Beach Wildlife Management Area (3/21/25)
4. NJDEP Advises Public to be Aware of Black Bears and Take Steps to Reduce Encounters as Bears Leave Dens in Search of Food (3/24/25)
5. The 2025 Garden State Deer Classic - April 26! (3/27/25)
6. New Jersey Spring Tradition Gets Underway with Opening Day of Trout Season on Saturday, April 5 (3/31/25)
7. Trout Season Officially Opens Tomorrow at 8 a.m.! (4/4/25)
8. Harmful Algal Bloom Advisory in Mountain Lake (4/4/25)
9. Statewide Fall Turkey Season is Closed (4/8/25)

GovDelivery List Numbers to Date

	4/1/2025
Freshwater Fishing	62581
Hunting	44107
Marine Fishing	58916
Wildlife	40660
Education	35866
Endangered Species	32275
Shellfish	38381
Outdoors	46877
Sparta Mt.	27901
CHANJ	32177
Marine CARES Act Information	17526
Marine Fisheries Grant and Assistance Information	5560
Total	442827

Responses to the Public Email Address

Approximately 266 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

Award plaques were ordered for the winners of the 2025 Deer Classic.

The All-Time Top 10 and All-Time Lists were updated and placed on the website. The list of 2025 winners was also placed on the website.

Certificates and classic information were printed and made ready to bring to the location.

Marine Digest

Received the fourth pass of the digest back from the publisher on March 18, 2025, and immediately sent it to Marine Fisheries staff with a due date of March 25, 2025. Received edits back from Marine Fisheries staff on March 25, 2025, reviewed all edits, and uploaded the pass to the publisher on March 26, 2025.

Received the fifth pass of the digest back from the publisher on April 4, 2025, and immediately sent it to Marine Fisheries staff with a due date of April 9, 2025. Received edits back from Marine Fisheries staff on April 7, 2025, reviewed all edits, and uploaded the pass to the publisher on the same day.

Received the sixth pass of the digest back from the publisher on April 8, 2025, and immediately sent it to Marine Fisheries staff with a due date of April 9, 2025. Received edits back from Marine Fisheries staff on April 9, 2025, reviewed all edits, and uploaded the pass to the publisher on the same day.

Received the seventh and final pass of the digest back from the publisher on April 9, 2025.

The digest was approved for printing on April 9, 2025, one day ahead of schedule.

Hunting and Trapping Digest

Uploaded first pass edits to the publisher on March 17, 2025.

Received the second pass back from the publisher on March 28, 2025. Made edits and sent them to Wildlife, Licensing, Law, Lands, Hunter Education, and Office of GIS staff with a due date of April 16, 2025.

Wildlife Conservation Corps

The Wildlife Conservation Corps now has 4,983 members.

No volunteer opportunities were available during this reporting period.

Other

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 team to discuss the new bird disease reporting form and how best to distribute the information to the public.

Attended another 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. Attended a meeting with agency staff regarding the upcoming Licensing System RFP.

Attended Opening Day of Trout Season at Pequest where we hosted veterans and their families.

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.

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)

Surprise Shower for Sabrina Visco (Updated)

Avian Influenza Update & Reporting Form

New NJFW Procurement Email Address for H&A and H&A-Combo Funding

March Bureau Reports

REMINDER - Surprise Shower for Sabrina Visco

Responses to the Public Email Address

As stated earlier, approximately **266** 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 trout stocking, signs and sign postings, the status of applications submitted for disabled veteran status and turkey permits.

Some of the more unusual: a gentleman looking to obtain a special permit for collecting gemstones on wildlife management areas, a teacher asking to raise snakeheads in the classroom, and the legality of “slingshot” fishing (see photo).

Other

The Bureau of Information and Education’s Monthly Report for March was compiled and edited.

PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)

Publications/Graphics

- Multiple QR codes made for Deer Harvest pages in Hunting Digest, coordinated with webmaster
- QR code made for license agent locator, coordinated with webmaster
- Print shop delivery coordination for bear education materials
- QR code made for Reef Deployment feedback form, coordinated with webmaster
- Bear education publications – quotes for activity booklets
- New Avian Influenza sign designs created for staff review
- Bear Education Activity Booklet proof review and shared with staff for review
- Updates of vector logo files for Photo Shelter site
- ACI group chair assignment, reviewing 60 entries in publications category for eligibility
- NASP new brochure layout begun with previously acquired assets
- Follow up on outstanding print requests with Treasury Print Shop
- Additional QR codes made for pages and applications, coordinated with webmaster for dynamic code creation and analytic capabilities

Photography/Videography

- Prep equipment day for Bear Den work documentation
- Photo Shelter account setup and site researched for DEP meeting
- Bear Den biologist work filmed, and stills taken
- Site visit for reef deployment project, shots outlined
- Black Bear den work video reviews and feedback shared with producer
- Trout photos researched and created for sharing with staff
- Contact DEP Lead PIC for assistance and flight mission discussions for reef deployment project
- Stocking truck, fishing, and stocking photos searched and shared with staff
- Video interview set-up researched, trial test of lighting and camera equipment set-up/tear-down with video producer for future F&W productions
- Image collections created and shared with staff
- Photo Shelter editor role, new galleries created and updated, logos added including partner logos (not complete)
- One Drive attempt to download 60G in multiple trials failed to maintain folder structure, looking for another backup and sharing solution for staff
- Vernal pool footage documenting egg developmental progress
- Reach out to DOIT for storage solution
- Exception received from Homeland Security through DEP request to extend DJI flights, approved for one year
- Point Pleasant Fishing Access WMA site visit and documentation, shared with producer
- Birds of Point Pleasant WMA filmed, and footage shared for WMA of the Month
- iCloud image and video review, compilation for uploads
- Total review and upload of 12 GB of footage and stills shared with video editor

Meetings/Trainings

- PhotoShelter meeting with DEP staff and account representative
- Beth Noveck AI training
- Outreach Group Teams meetings
- sUAS meeting
- Monthly flight training

SOCIAL MEDIA (Katie Paey)

Facebook

The NJFW Facebook (FB) page had **56,115 followers** at the end of this reporting period.

The total organic reach of the NJFW FB page during this reporting period was **579,358** people.

29 Facebook posts were posted during 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, preseason trout stocking, Hackettstown State Fish Hatchery pike spawning, amphibians on the move, black bear spring activity press release, Highly Pathogenic Avian Influenza reporting tool, WMA alert, turkey permit over the counter sale, why we toss trout when stocking video, DEP trail survey, check-off for wildlife, Deer Classic, recycle fishing line at Pequest, opening day of trout season, Governor's Surf Fishing Tournament, NJ Wildlife Tracker, Harmful Algal Bloom advisory, 2025 Fall turkey hunting season closure, visit the NJ State Museum exhibit, and black bear den research video.

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):

3/18 – Hackettstown State Fish Hatchery pike trap-netting and spawning – reached **186,297** people, **2,392** interactions (92% of views were from non-followers).

4/8 – 2025 Fall Turkey Hunting Season closure – reached **147,985** people, **2,067** interactions (88% of views were from non-followers).

3/20 – Spring black bear activity press release – reached **131,032** people, **1,390** interactions (94% of views were from non-followers).

4/4 - #GoFishFriday – reached **124,418** people, **1,144** interactions (92% of views were from non-followers).

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 **19,822 followers** at the end of this reporting period.

The total organic reach of the NJFW Instagram page during this reporting period was **27,452** people.

30 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, preseason trout stocking, Hackettstown State Fish Hatchery pike spawning, amphibians on the move, black bear spring activity press release, Highly Pathogenic Avian Influenza reporting tool, WMA alert, turkey permit over the counter sale, why we toss trout when stocking video, check-off for wildlife, Deer Classic, recycle fishing line at Pequest, opening day of trout season, Governor's

Surf Fishing Tournament, NJ Wildlife Tracker, Harmful Algal Bloom advisory, 2025 Fall turkey hunting season closure, visit the NJ State Museum exhibit, and black bear den research video.

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 –

4/2 – Northern pike spawning update – reached **11,215** people with **797** 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.
- Three GovDelivery emails were drafted and sent during this reporting period. Topics included:
 - Turkey Permit Pickup Deadline
 - Support Black River Wildlife Management Area
 - Turkey Permits on Sale Monday at 10 a.m.
- A meeting was attended to discuss outreach for the release of the HPAI reporting tool.
- An ACI Sponsors Committee meeting was attended.

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 commenced its spring marketing pulse. Additional periods of marketing will coincide with the summer and fall bear activity periods. Millions of residents will be reached in their homes and on their mobile devices with safety information during the campaign.

Two black bear publications were reviewed prior to printing.

The spring black bear activity news release was reviewed, and edits were provided.

Meetings were attended and assistance was provided with the development of the new H5N1 highly pathogenic avian influenza webpage and online municipal resources.

The Outreach group’s ePAR interim reviews were completed.

An AI training was attended to learn fundamentals of GenAI and the NJ AI Assistant.

BLACK BEAR EDUCATION PROGRAM (Stephanie Getto)

Bear Presentations and Exhibits

- Four presentations were given, reaching 165 people across four counties

Program Type	Date	Location	Attendees
Presentation	3/19/25	NJ State Library (Online)	20
Presentation	3/24/25	Leisure Village West	72
Presentation	4/3/25	Woodbridge Library	28
Presentation	4/15/25	Cub Scout Pack 139	45
TOTAL			165

Bear Literature Distribution

- 182 pieces of black bear safety literature were distributed

Literature Type	Amount Distributed
English Brochures	122
Spanish Brochures	0
Kids Activity Books	30
Camper Cards	30
Tyvek Signs	0
TOTAL	182

Other

- Attended winter den work with Bear Project staff and assisted fellow I&E staff members in creating a den work outreach video
- Created email blasts to campgrounds and local schools promoting the *Know the Bear Facts* presentation and bear literature distribution
- Attended the Northeast Black Bear Workshop to network with other state agency and industry representatives who are conducting various forms of black bear outreach, management, and research
- Received and stored new bear literature