



BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT

Al Ivany, Chief

April 16 – May 15, 2025

HUNTER EDUCATION/ R3 HUNTING & SHOOTING PROGRAM/ NASP

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

During this reporting period, nine hunter education classes were held throughout the state. At these classes, 98 bow education students and 284 firearm education students successfully completed their requirements to obtain a hunting license. The instructor support has been high at most classes, allowing us to run multiple firearm shooting lines simultaneously. The bow range saw some of the worst show rates in recent history with several classes under 50 percent. However, the students who did attend were well prepared.

J. Leskie completed a survey on how to best package and share range development, expansion, operations, and marketing resources for the National Shooting Sports Foundation regarding usage of ranges for both public access and Hunter Education purposes.

The Cherry Ridge Range teaching location has been the only location in the north where instructor support has been low. An announcement at their last membership meeting has yielded five prospective new instructors with two already submitting their applications.

K. Griglak added new switches to the wired remotes for the trap throwers. The old foot pedal style has been replaced by new ones designed to be placed on the table.

Staff received 21 requests for duplicate Hunter Education cards during the reporting period. Of these requests, 37 individual disciplines were able to be located while three 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 card if needed. To locate a record, staff must collect specific information from each person and conduct the research to locate it.

Staff received 45 voicemails to the Hunter Education line during the reporting period. The highest percentage of calls (31%) were not related to Hunter Education. The second highest percentage of calls (18%) were miscellaneous Hunter Education inquiries. The third highest request (16%) was tied with duplicate Hunter Education card requests and inquiries on Hunter Education classes. The remaining topics are as follows: 11% live fire range session, 4% rifle/muzzleloader permissions to purchase, 2% non-residents looking for permissions to purchase licenses in New Jersey and 2% Trapper Education. Staff received 194 emails on the hunter education program email address. Included in those emails, were 13 requests for non-resident license unlocks. These requests were predominantly for hunters trying to catch the tail end of our spring turkey hunting season. Also included, were nine requests for rifle permit unlocks accompanied by the required home-study component.

Trapper Education

S. Forlenza attended the NJ Federation trapping committee meeting and provided a trapper education report with data from spring classes along with predictions and ideas for the upcoming fall classes.

Miscellaneous

Staff assisted with the R3 Women's Mentored Turkey Hunting Workshop welcoming participants, assisting with patterning shotguns at the range and mentoring participants on two days of the hunt.

C. Venuti-Williams is working to assist with sponsorships for the upcoming ACI Conference. Time was spent researching appropriate contacts for potential sponsors, as well as emailing and following up with them to raise funds. Contacts are being documented through a shared spreadsheet that is updated when any changes occur.

Sam Forlenza received the Central Region President's Award from the NJ State Federation of Sportsmen's Clubs for contributions to the sportsmen and women of New Jersey. Congratulations Sam on your hard work and dedication!

All staff attended a Bureau of Information & Education staff meeting at the Central Region Office covering recent achievements, future projects and the upcoming duties and responsibilities for hosting the 2025 ACI Conference in Atlantic City this July.

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

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

The R3 Hunting and Shooting Program conducted the 5th annual Women's Mentored Turkey Hunting Workshop for eight women, April 27 – April 29, 2025. This event was made possible through four partnerships with representatives from the Landis Sewerage Authority in Vineland who provided hunting access to their property, Good Sports Gunning Club in Millville who allowed the use of their club for range sessions and pre-hunt programming, Parvin State Park for lodging in their cabins, and R3 mentors from NJ Fish & Wildlife, as well as the National Wild Turkey Federation – Tri-County Longbeards. Participants learned about shotgun patterning, turkey calling, scouting, planning, and equipment before heading into the woods. During the hunt, two turkeys were harvested. All participants heard gobbles and had incredible experiences, leaving with great stories to share. Staff spent a considerable amount of time on logistics and organizing the event, including purchasing equipment, preparing food, and mentoring participants for two days of turkey hunting.

Staff developed and sent out a survey to the eight workshop participants. The survey analysis concluded that the range session, turkey scouting, and calling techniques (22 percent) were the most interesting topics covered during the Sunday field session. A total of 75 percent of the participants said that the wild turkey background and biology was great, while 25 percent said it was good. A total of 62.5 percent of the participants rated the calling techniques and hunting equipment session great, while 37.5 percent said it was good. A total of 87.5 percent of the participants rated the range session great, while 12.5 percent said it was good. A hundred percent said that there was nothing unsatisfactory about the program. Seventy-five percent of the participants said they are ready to go turkey hunting this year and/or next season, while 25 percent need a little more time but are willing to try turkey hunting this season and/or next season. Sixty-three percent of the participants said that they already know of a place to turkey hunt, while 38 percent do not. A total of 60 percent of the participants who know of a hunting location plan on hunting public land, while 40 percent plan on hunting private land. One hundred percent of the participants would recommend this program.

Staff met with Ray Seborowski from Fin, Fur and Feather Sportsmen Club of New Jersey in Freehold to change the date for the upcoming Introduction to Shooting Sporting Clays Workshop. This workshop will be on Sunday, June 8, 2025, and open to anyone aged 18 years or older who wants to expand their recreational shooting knowledge. Staff created the flyer, agenda, and registration form for this workshop. Staff also created a post-workshop survey and will continue to finalize it.

T. Woolley began updating all the upcoming flyers and registration forms, including those needed for the Deer Butchering Workshops and the Introduction to Muzzleloader Workshop as well as upcoming fall and winter programs.

R3 Tuckahoe Managed Waterfowl Hunt

Staff began gathering migratory bird hunting dates for the South Zone to set up a calendar of hunt days for the upcoming 2025-26 Tuckahoe Managed Waterfowl Hunt program. Staff will continue to finalize registration forms and flyers as well as schedule fall and winter programs.

R3 Miscellaneous

J. Leskie and T. Woolley attended the NEAFWA R3 Volunteer Committee Meeting to discuss the onboarding process and how we can develop best practices and recommendations. A survey was created to help states identify what they are looking for regarding volunteer standards and onboarding processes. During the meeting, we discussed and edited the survey. The next step will be for state R3 professionals to complete it. This will help identify state objectives and if they are interested in being part of the Volunteer Recruitment Marketing Campaign.

J. Leskie and T. Woolley registered and plan to attend the 2025 National R3 Symposium in Maine, May 19-22, 2025. This four-day symposium will provide the opportunity for state agency staff to oversee and implement R3 efforts and marketing campaigns, collaborate and share innovative R3 ideas to increase participation and identify efforts that have been successful. Also, sessions offered during this symposium provide new ideas, initiatives, strategies, and methods for tracking hunting and shooting sport participation.

C. Venuti-Williams began working on the R3 Spring Newsletter with information on turkeys and turkey season, recipes and more.

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

Hunter Education State Administrator J. Leskie would like to congratulate Craig Decker for receiving the 2024 Hunter Education Instructor of the Year Award, recognized by the International Hunter Education Association (IHEA) for all his hard work and dedication to training New Jersey's Hunter Education students. Congratulations, Craig!

Staff received, sorted, verified and delivered all tournament awards and apparel to schools that participated in the 2025 NJ NASP Virtual State Bullseye Tournament – and well in advance of any schools participating in the NASP Eastern Nationals scheduled for May 8-10, 2025. State Tournament apparel is often proudly worn by the teams/students who qualified for the NASP Eastern Nationals. A total of 87 students represented and competed for the state of New Jersey. The top scoring male was Henry Kusant from Delaware Township School who achieved Middle School Boys Rank: 87 out of 2,891. Top scoring female was Regan Finnegan who achieved High

School Girls Rank: 344 out of 2,664. The program continues to see huge participation and success at the 2025 NASP Eastern National Tournament with 15,585 archers competing in Bullseye and 3D.

Staff distributed an excerpt from a U.S. Fish & Wildlife Service report that for the first time, identifies NASP as a significant contributor to the increases in youth shooting sport activity for archery nationwide.

Staff arranged and scheduled NASP Basic Archery Instructor Training sessions for the following schools/organizations: Camp Jefferson, Cedar Drive Middle School, Lenape Regional High School and Old Bridge Public Schools.

Staff attended a bureau staff meeting at the Central Region Office which covered recent achievements, future goals/projects and the upcoming 2025 ACI Conference. Staff continue to plan, coordinate, and schedule upcoming Basic Archery Instructor training/certification sessions.

Staff continue to field communication with various schools and organizations inquiring about the NASP program. The most common subject is how to become certified in addition to helping existing schools/organizations in need of assistance.

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

Sedge Island Natural Resource Education Center

After opening the Sedge House with volunteers, it was determined the check valve on the pump was not working. Staff are working to get that repaired prior to the start of the season.

Volunteers repaired the John Deere riding mower after the transmission pulley broke.

Intern training is scheduled for May 30 - June 1. Seven new interns will be trained to help with programs this summer.

Trout in the Classroom (TIC)

Registration is now open for the 2025-2026 school year. Teachers are already completing the application to be part of the program.

Angler R3

During this reporting period, two *Let's Go Fishing!* workshops were conducted for families with children aged ten and older. The first workshop took place on April 16 at Ocean County Park in Lakewood, with 13 participants, including seven adults and six youth. Most adult participants (85%) reported being "new or inexperienced anglers." The second *Let's Go Fishing!* workshop was held on April 23 at Anthony Campanella Park in Vineland with 19 participants, including 11

adults and eight youth. More than half (54 %) of the adult participants indicated that they were “new/inexperienced anglers.”

Staff continue to work with Pyramid Healthcare Hammonton Detox and Residential Treatment Center in Hammonton (Atlantic County) to provide their residents with fishing as an activity. In 2024 after holding a fishing education class for clients in the Life Skills Program, Fish & Wildlife provided five loaner rod and reel combos, along with tackle and bait for clients to sign out during recreational downtime. From the first workshop held in September through the month of December, the loaner equipment was signed out 86 times by 26 of the 30 individuals who had participated in the workshop. On May 8, staff and volunteers provided a fishing education class for new clients enrolled in the Life Skills program. Eleven men and 11 women participated in the workshop that provided instruction on setting up and caring for spinning rods and reels, casting and fishing.

A Military Veteran’s Surf Fishing Experience is being planned to take place during the Governor’s Surf Fishing Tournament.

Governor’s Surf Fishing Tournament

Final preparations are underway for the Governor’s Surf Fishing Tournament to be held at Island Beach State Park on May 18. Ten high school teams have registered. A meeting was held with team advisors to review tournament rules and logistics for the day. Staff was interviewed about the Governor’s Surf Fishing Tournament by Tom Pagliaroli with Rack n’ Fin Radio.

Education

Spring festivals and Earth Day events have kept staff busy this reporting period.

- April 16 – 28th Annual Barnegat Bay Environmental Educator Roundtable – presented “Explore Your World” workshop session and had a display table; approximately 100 attendees.
- April 17 – presented Wildlife of New Jersey program at the Readington Middle school for approximately 300 students and teachers.
- April 22 – Long Branch Earth Day Festival – display table and interactive activities for about 600 students.
- April 24 – NJDEP Take Your Child to Work Day – Fish & Wildlife interactive display table and supplied models/supplies to other DEP divisions/offices.
- April 26 – NJ State Federation of Sportsmen’s Club Jamboree – display table with interactive activities.
- April 27 – Burlington County Earth Fair - display table with approximately 4,000–5,000 attendees.
- May 3 – Ocean County Children’s Fair and Cinco-de-Mayo Festival – display table with approximately 2,000—3,000 attendees.

Other

A Green Eggs and Sand workshop was held for 13 educators on May 3-4 at The Wetlands Institute in Stone Harbor. Educators learned about horseshoe crabs and their importance to shorebirds, connection to the biomedical industry and how they are managed. A trip to a spawning beach to see horseshoe crabs in action was also part of the workshop experience.

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

Pequest Natural Resource Education Center

School groups continue to visit for a variety of programs. There were 16 school programs held during this reporting period for a total of 287 youths. The programs included three Hatchery Tours, five Fishing Basics classes, five classes that combined a Hatchery Tour and Fishing Basics class, two classes that combined the Trout Habitat Exploration hike and Fishing Basics class, and one class that combined the Habitat Hike and Fishing Basics class.

Two public programs were held this month, including a Spring Wildlife Management Area Hike and a Senior Fishing Rodeo.

The site was also used for a Hunter Education class and a Hacklebarney Trout Unlimited veterans' event.

Mobile Education Trailer (MET)

The MET has been at three different events this spring. On April 26 about 100 people passed through the trailer at the DEP's Earth Day event at Liberty State Park. The Fort Dix Earth Day event was also attended on May 3 with 582 people passing through. On May 7-8, the trailer was present at Phillipsburg Barnyard Days. This two-day event had schools attend during the day and offered a community event in the evening. A total of 1,254 people went through the trailer out of approximately 1,400 attendees.

Hooked on Fishing - Not on Drugs (HOFNOD) Program

The 10th Annual Youth Fishing Challenge is the largest it has ever been with 53 host sites across all 21 counties! The event will be held on Saturday, June 7 (Free Fishing Day) and Sunday, June 8, 2025. The main anniversary location, staffed by our employees, is Lake Lenape East in Atlantic County. Staff have been finalizing the interactive online map of host locations. Several pick up dates were held for host sites to get their Youth Fishing Challenge materials.

Upcoming *Sisters Afield* program dates are being finalized for the summer.

WEBSITE ACTIVITY (Doug Rizio)

New and Updated Pages, Images, and Documents

Four news posts were published in April.

No older posts were updated retroactively in the news archive.

No job openings were published; none were deleted after their closing dates.

Sixteen event posts were created or updated during the report period.

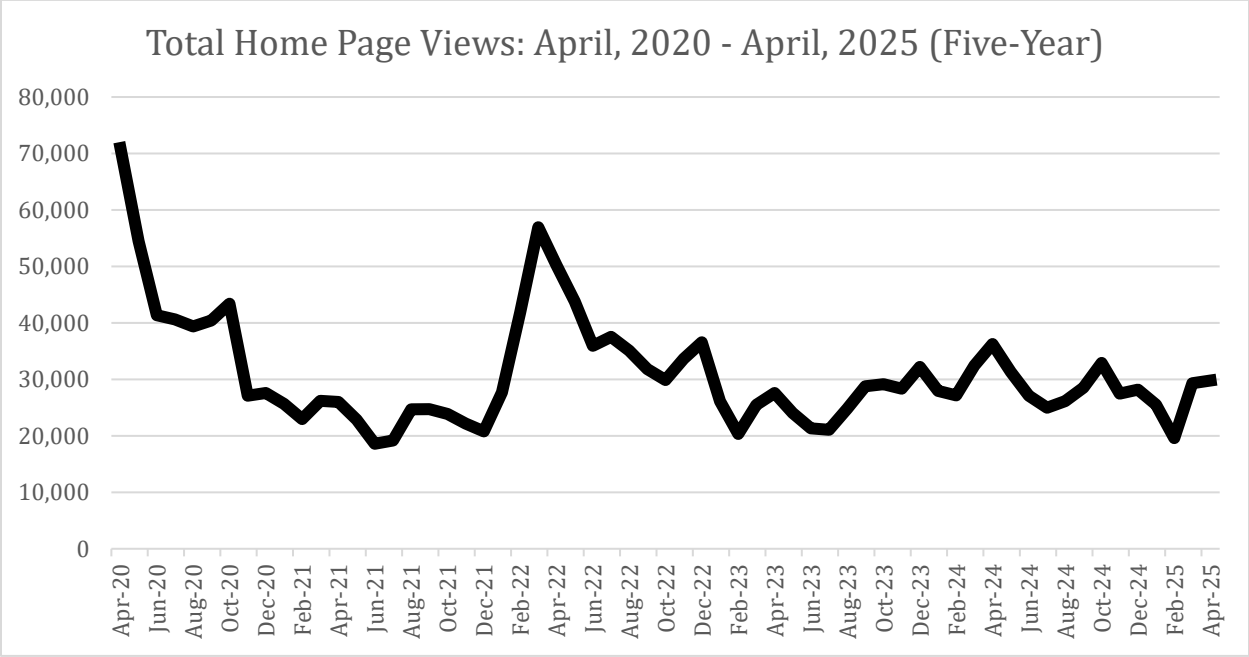
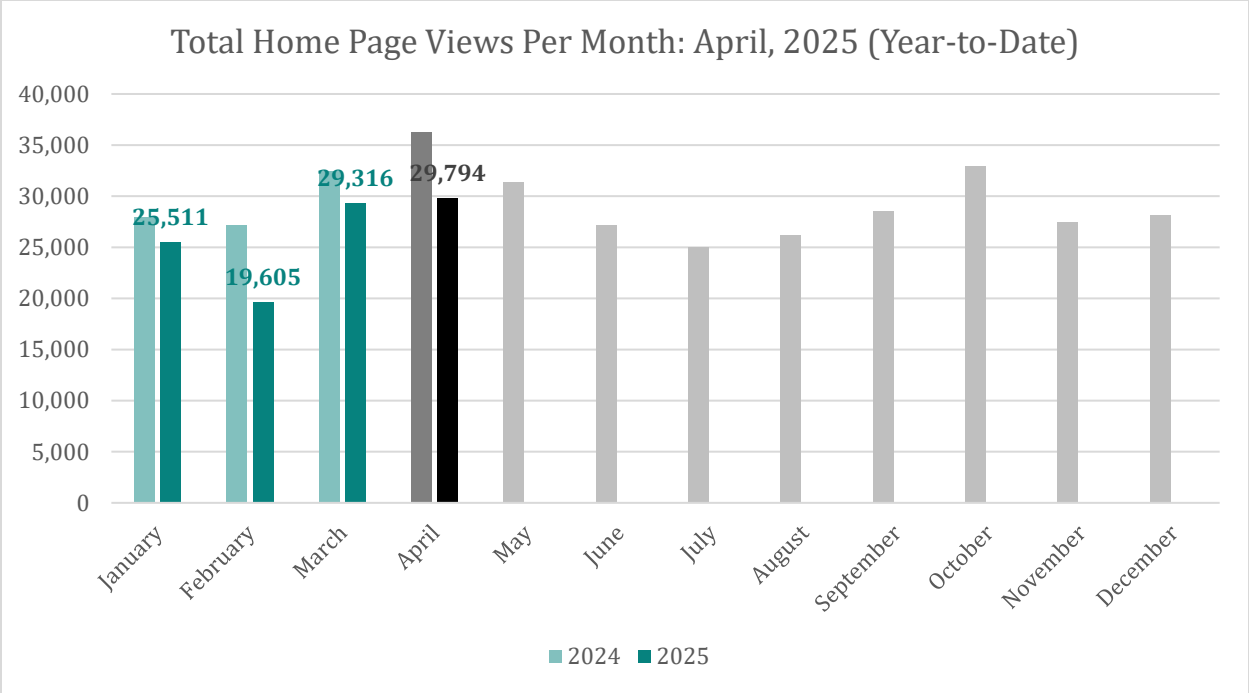
Additionally, two new web pages were created, while 52 were deleted or consolidated into other ones and approximately 43 existing web pages were updated throughout this duration. Also, 16 new URL redirections were created from one page to another.

Approximately 70 documents were edited in or converted to PDF format. These included: Bureau Reports (9) in one .zip file; Meeting Documents (13) in one .zip file; Minutes/Notices/Agendas (19); and others (29).

Thirty-two images and one video were also edited and posted.

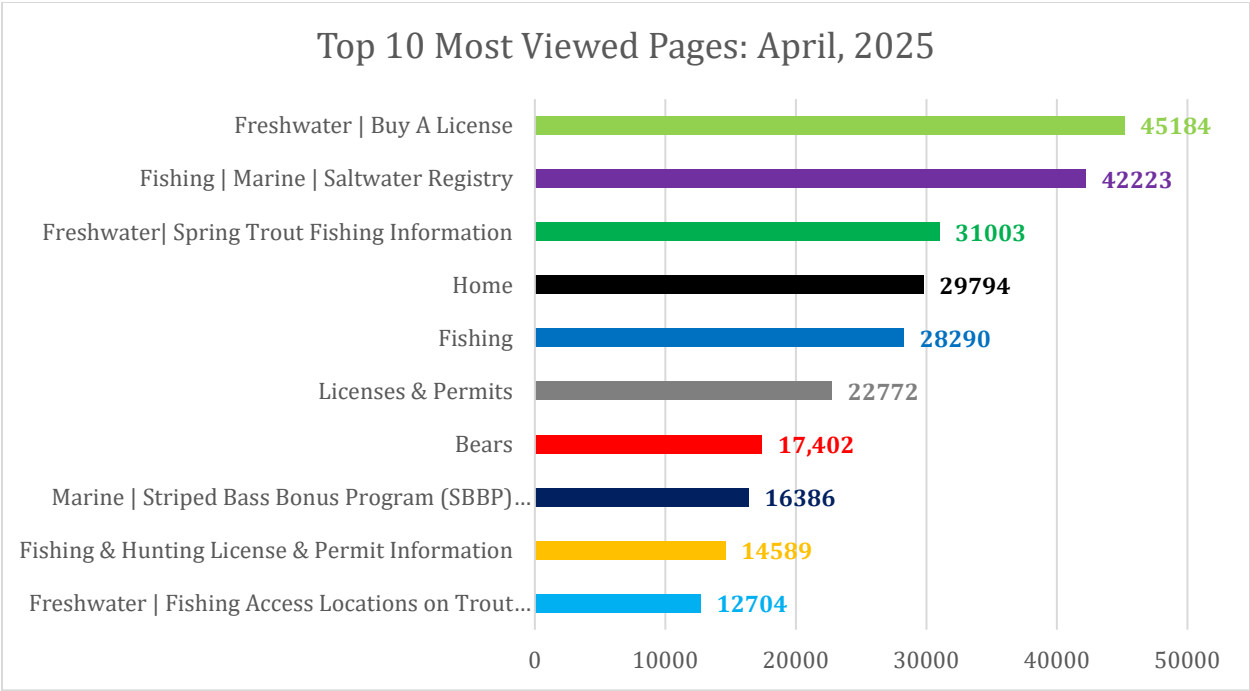
Analytics – Home Page

The number of views on the home page this April was 29,794; an average of about 994 views per day. It is a change of +478 views (or +1.63%) from the previous month of March (29,316), and a change of -6,457 views (or -17.81%) from April of the previous year (32,251).

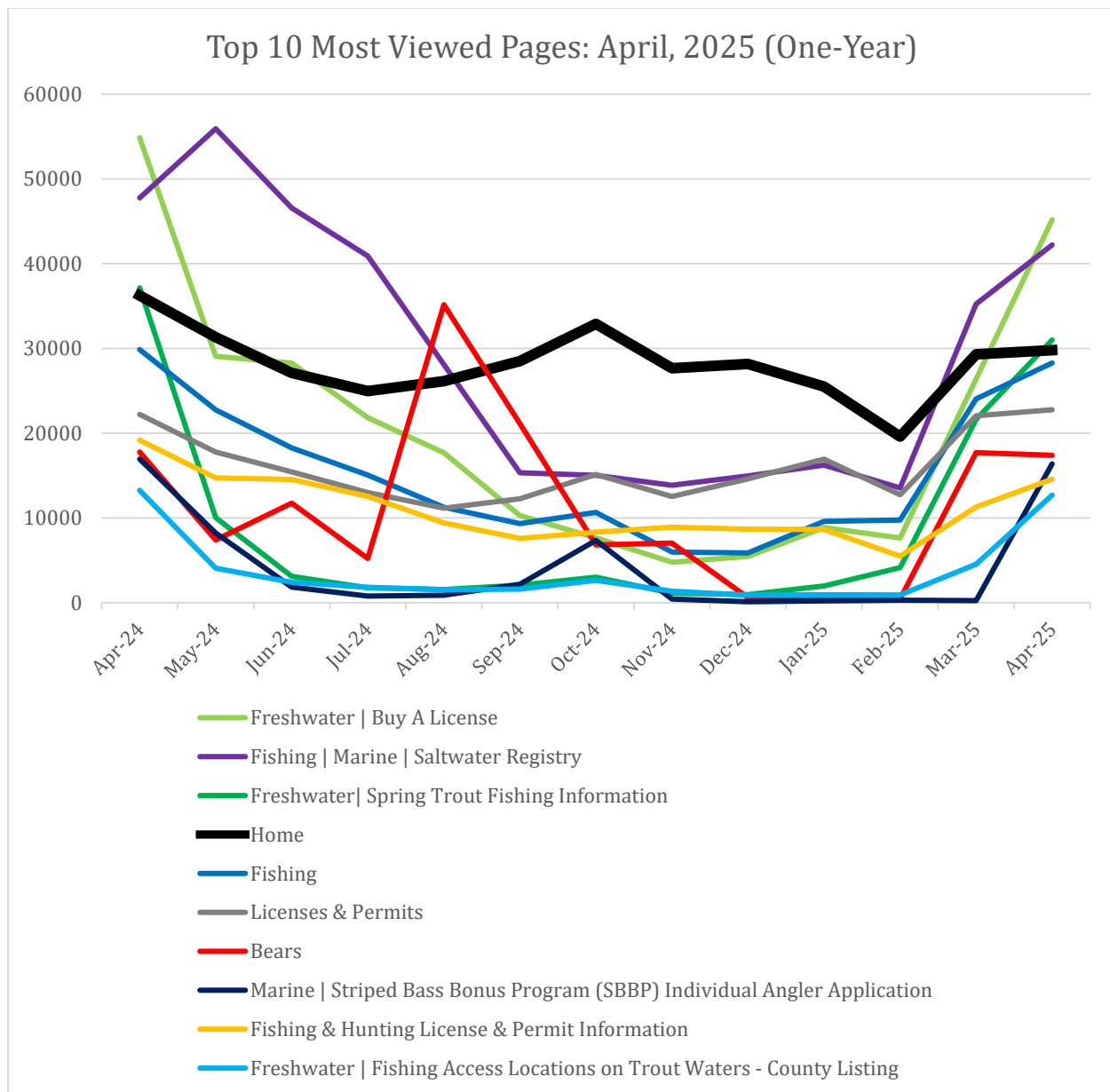


Analytics

The top 10 most viewed web pages during 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:



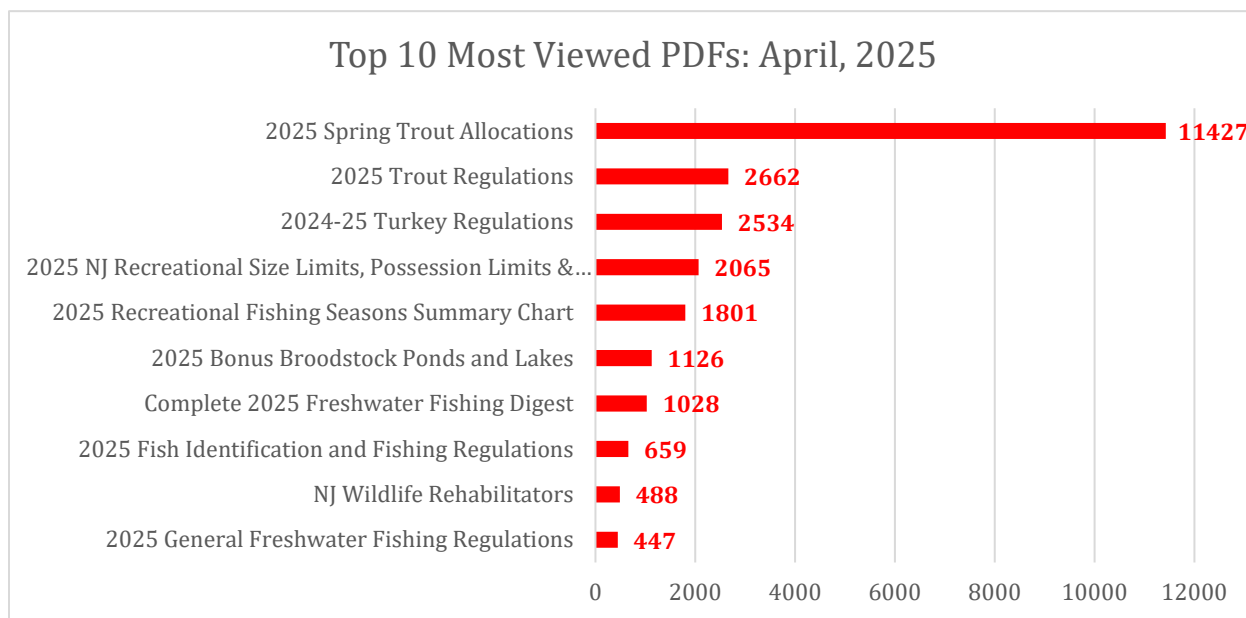
Rank	Page Name	Views
1	Freshwater Buy a License	45,184
2	Fishing Marine Saltwater Registry	42,223
3	Freshwater Spring Trout Fishing Information	31,003
4	Home	29,794
5	Fishing	28,290
6	Licenses & Permits	22,772
7	Bears	17,402
8	Marine Striped Bass Bonus Program (SBBP) Individual Angler Application	16,386
9	Fishing & Hunting License & Permit Information	14,589

10	<u>Freshwater Fishing Access Locations on Trout Waters - County Listing</u>	12,704
-----------	---	---------------

Other popular pages on the website were:

Rank	Page Name	Views
11	<u>Marine</u>	11,983
12	<u>Freshwater</u>	11,529
13	<u>Marine Striped Bass Bonus Program</u>	11,040
14	<u>Marine Recreational Fish & Wildlife</u>	9,624
15	<u>Hunting</u>	8,600
16	<u>Freshwater Trout Fishing Information</u>	7,397
17	<u>Marine Seasons & Regulations</u>	6,823
18	<u>Hunting Buy a License</u>	6,584
19	<u>Marine Recreational Licenses and Permits</u>	6,326
20	<u>License Agents</u>	5,906

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	<u>2025 Spring Trout Allocations</u>	11,427
2	<u>2025 Trout Regulations</u>	2,662
3	<u>2024-25 Turkey Regulations</u>	2,534
4	<u>2025 NJ Recreational Size Limits, Possession Limits & Seasons</u>	2,065
5	<u>2025 Recreational Fishing Seasons Summary Chart</u>	1,801

6	<u>2025 Bonus Broodstock Ponds and Lakes</u>	1,126
7	<u>Complete 2025 Freshwater Fishing Digest</u>	1,028
8	<u>2025 Fish Identification and Fishing Regulations</u>	659
9	<u>NJ Wildlife Rehabilitators</u>	488
10	<u>2025 General Freshwater Fishing Regulations</u>	447

Additional Activities

Additional activities included occasional meetings to determine personal work goals as part of the DEP Inspire Mentorship Program, weekly meetings to plan the development of the new State Wildlife Action Plan website, bi-weekly Outreach Group meetings, and Commissioner's Updates.

WILDLIFE INFORMATION/PUBLIC OUTREACH (Linda DiPiano)

GovDelivery (Listserv) Messages

Two (2) email messages were drafted and sent to various e-mail lists and outdoor writers. Assistance was provided to staff with six (6) additional messages.

1. 2025 Marine Digest Available Online (5/3/25)
2. Summer Closures in Five WMAs effective May 22 - September 1 (5/9/25)

GovDelivery List Numbers to Date

	5/1/2025
Freshwater Fishing	62768
Hunting	44287
Marine Fishing	59112
Wildlife	40686
Education	35880
Endangered Species	32312
Shellfish	38416
Outdoors	47084
Sparta Mt.	27931
CHANJ	32197
Marine CARES Act Information	17627
Marine Fisheries Grant and Assistance Information	5690
Total	443990

Responses to the Public Email Address

Approximately 213 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

Official setup for the Deer Classic began on Friday, April 25. Staff from the Central Region Bureau of Land Management were on site setting up the walls in which the deer mounts would be suspended.

Participants brought their mounts on the morning of the event, Saturday, April 26. Thank you to staff of the Bureau of Land Management's Central and Southern regions for being there to hang every single mount in a safe and timely fashion. Twenty-four mounts were brought to the Classic in eleven categories.

Awards were given at the end of the day on Saturday.

Marine Digest

The 2025 Marine Digest was available on Fish and Wildlife's website on May 3 and was in stores by May 8.

Hunting and Trapping Digest

Received the second pass of the digest back from agency staff between April 16 and April 18. All edits were reviewed, and the pass was uploaded to the publisher on April 20.



Received the third pass of the digest back from the publisher on May 7. Made edits and sent it to Wildlife, Licensing, Law, Lands, Hunter Education, and the Office of GIS staff with a due date of May 16.

Wildlife Conservation Corps

The Wildlife Conservation Corps now has 4,998 members.

There were no volunteer opportunities available during this reporting period.

Other

Attended meetings with the architects and exhibit designers for the new Wildlife Resource Center at the Highlands.

Attended the 80th annual NEAFWA conference in New Hampshire.

Attended the NJSFSC 66th Annual Convention and Jamboree featuring the 35th Annual Deer Classic.

Attended a Bureau of Information and Education staff meeting.

Attended another meeting with the GovDelivery Account Maintenance manager to update our email subscription page. We can now collect mobile phone numbers to send text messages if necessary.

Spent time working on and organizing the upcoming Association for Conservation Information conference NJFW is hosting in July.

WILDLIFE INFORMATION – INTERNAL COMMUNICATION (Kathy Porutski)

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

Internal Notices of Vacancy (8) – Open to DEP Employees Only
NOV Posting - NJFW (Biologist-Hourly)
April Bureau Reports

Responses to the Public Email Address

As stated earlier, approximately **213** 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 turkey hunting, dead bird sightings and several fish kills.

Some of the more unusual: a gentleman looking to obtain a permit to harvest wild ginseng, a woman who had no horse, but was requesting a list of stables so that she could ride along the beach, and a woman who felt she had discovered a new species of invasive bug.

Other

- The Bureau of Information and Education's Monthly Report for April was compiled and edited.
- Four versions of ACI conference sponsorship letters were edited, placed on ACI letterhead, printed in color and converted to graphics for easy placement into the bodies of email messages.
- Local (Atlantic City) potential sponsors were researched with contact names and 21 emails were sent with follow-up letters.

PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)

Publications/Graphics

- Wildlife Tracker Flyer created for CHANJ group – new version
- 2 QR codes made for Bonus Bass Program and NJ Beaches information pages
- QR code made for Aquatic Invasive Reporting
- Jpegs created for code sharing
- New trout art created for use on common signs
- QR code created to replace old code file for CHANJ communications piece
- WHSP stickers - new TAP created, and additional quantity prices requested from TPS
- QR code created for Trout fishing information page
- ACI judging of calendar category for 2025 conference
- New trout stocking sign created in a new format as 8"x8" square with simplified language and QR code for information on waterbody, regulations, etc.
- NASP brochure work continued
- Followed 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

- Online Archive - DOIT to move existing folder structure
- PhotoShelter share with staff and added contributors
- Drone exception received allowing us to use current equipment through December 2025
- New drone research, looking for NDAA compliant aircraft that fits with our cinematography workflow and fits in budget
- Greenwood Forest WMA site visit and documentation of post forest fire habitat impacts
- Cliff swallows filmed at bridge habitat installation project – Phase Three of restoration, filmed from banks and atop bridge on separate days, one more day anticipated
- New SharePoint resource created with DOIT for greater file space limits, DOIT to move existing OneDrive folder structure over
- Species images organized and 13 species files added to the folder including newly documented animals

- Horseshoe crab spawning documented with staff in Fortescue Marina area –underwater footage, stills
- Horseshoe crab footage downloaded, reviewed and uploaded to video producer
- Video interview set-up procedures researched, trial test of lighting and camera equipment set-up and tear-down with video producer for future F&W productions
- Birds filmed and footage taken for general use
- 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

- PhotoShelter follow-up meeting with DEP staff
- DOIT OneDrive meeting
- I&E Staff Meeting CRO
- ACI Board meeting attended
- Outreach Group Teams meetings
- sUAS meeting
- Monthly flight training

PUBLIC INFORMATION AND DIGITAL MEDIA (Matt Hencheck)

Video Production

Musconetcong WMA of the Month promo video – The video production team filmed the landscapes, river and boat access ramp at the Musconetcong River Wildlife Management Area for the WMA of the Month promo. This time we were able to use WCC volunteers to pose as anglers fishing on the WMA property. Each month I&E’s video production team highlights the landscape and activities that can be enjoyed at each wildlife management area. This video will be posted to NJ Fish & Wildlife’s social media platforms and website in early June.

Mobile Bat Acoustic Survey – I filmed ENSP technicians conducting mobile bat acoustic night surveys during the summer of 2023. Recently, I was asked to edit a video about the survey for training volunteers who will be conducting these surveys this summer. This video may also be posted to our social media soon.

Migratory Birds of the Delaware Bay – Last fall, we produced a video about the migratory shorebirds of Delaware Bay. Each spring, the Delaware Bay shoreline becomes one of North America’s most important stopovers for migratory birds. This globally significant habitat provides critical feeding grounds for thousands of shorebirds as they journey along the Atlantic Flyway. The region also hosts a variety of egrets, herons, osprey, plovers, and black skimmers, making it a vibrant and vital hub for birdwatchers and conservationists. This video was produced as part of many video segments for the NJDEP Fish and Wildlife exhibit at the NJ State Museum. It will be posted in May.

Horseshoe Crab Spawning Survey – We filmed NJDEP Fish and Wildlife Marine Resource Administration staff as they conducted their annual horseshoe crab spawning surveys along Delaware Bay during the evening high tide. Staff and trained volunteers count male and female crabs along the Fortescue Beach to monitor spawning activity. The data supports conservation efforts for both horseshoe crabs and migratory shorebirds like the red knot, which rely on crab eggs for food. This video will be posted in late May.

2025 Governor’s Surf Fishing Tournament – I attended the annual event to film anglers along the beach for future video promotions as well as winners accepting their awards.

SOCIAL MEDIA (Katie Paey)

Facebook

The NJFW Facebook (FB) page had **56,820 followers** at the end of this reporting period.

The total organic reach of the NJFW FB page during this reporting period was **252,543** people.

A total of **27** 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, Youth Turkey Hunting Day, Fishing Regulations app, in-season trout stocking closures, Earth Day, porcupine video, Shell Recycling Program update, employment opportunities, WMA of the Month, 2025 Marine Digest, Women’s Mentored Turkey Hunt recap, WMA regulations, Amphibian Week, HOF Youth Fishing Challenge, how to help a turtle cross the road, seasonal WMA closures, Governor’s Surf Fishing Tournament, CPOs rescue man from wildfire, and Peace Officers Memorial Day.

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):

5/1 – Point Pleasant Fishing Access WMA of the Month – reached **74,883** people, **817** interactions; 90% of views were from non-followers.

4/21 – In-season trout stocking closures – reached **51,724** people, **285** interactions; 84% of views were from non-followers.

4/23 – Porcupine video – reached **34,931** people, **374** interactions; 84% 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 **20,056 followers** at the end of this reporting period.

The total organic reach of the NJFW Instagram page during this reporting period was **30,270** people.

A total of 23 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, Youth Turkey Hunting Day, Fishing Regulations app, in-season trout stocking closures, Earth Day, porcupine video, Shell Recycling Program update, WMA of the Month, 2025 Marine Digest, Women's Mentored Turkey Hunt recap, Hackettstown State Fish Hatchery fin clipping, WMA regulations, Amphibian Week, HOF Youth Fishing Challenge, how to help a turtle cross the road, seasonal WMA closures, Governor's Surf Fishing Tournament, Peace Officers Memorial Day

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 –

4/23 – Hackettstown State Fish Hatchery fin clipping – reached **12,147** people with **654** 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.

- Two GovDelivery emails were drafted and sent during this reporting period. Topics included:
 - Youth Turkey Hunt
 - WMA of the Month
- A Bureau of Information and Education staff 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 continued 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.

Bear marketing campaign invoices were processed.

An order for the 3rd edition of the Wildlife Habitat Supporter Program sticker was placed to replenish the depleted inventory.

Participation occurred in a *Take Your Kids to Work* day event.

A Bureau staff meeting was attended.

BLACK BEAR EDUCATION PROGRAM (Stephanie Getto)

Bear Presentations and Exhibits

- Nine presentations and one exhibit were offered, reaching 1,972 people across three counties

Program Type	Date	Location	Attendees
Presentation	4/17/25	Florence M. Burd Elementary School (Sussex)	75
Presentation (x4)	4/25/25	Hopatcong Middle School (Sussex)	100
Exhibit	4/27/25	Essex County Earth Day (Essex)	1500
Presentation	4/29/25	Lafayette Township School (Sussex)	100
Presentation	5/6/25	Green Hills School (Sussex)	140
Presentation	5/9/25	DIAL Center for Independent Living (Passaic)	25
Presentation	5/13/25	Glen Meadow Middle School (Sussex)	32
TOTAL			1,972

Bear Literature Distribution

- 697 pieces of black bear safety literature were distributed

Literature Type	Amount Distributed
English Brochures	333
Spanish Brochures	5
Kids Activity Books	283
Camper Cards	76
Tyvek Signs	0
TOTAL	697

Other

- Continued work on citizen science project involving hard mast surveys
- Sent email to state parks announcing the arrival of updated bear literature and bear programs available; also worked on scheduling deliveries
- Acquired a new bear pelt from the Morris County Sportsmen's Federation for educational purposes
- Responded to several public inquiries about bears over the phone and through email