



BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT

Al Ivany, Chief

May 16, 2023 – June 15, 2023

HUNTER EDUCATION/R3/NASP®

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

During this reporting period, the Hunter Education Program concluded its spring season classes with seven live-fire range sessions throughout the state. These sessions resulted in the issuance of 293 certificates (180 firearm and 113 archery).

Two Hunter Education classes were conducted this month in conjunction with the *Hudson Farm Showcase*, an event celebrating the American firearms manufacturer Griffin and Howe's 100th anniversary. The celebration offered an opportunity to speak with visitors about New Jersey's hunter education program.

Staff are finalizing the Hunter Education live-fire range session registration schedules for the second half of the Hunter Education season. Registration for Fall classes will open in mid-July with range session registrations beginning around August. Earlier range session opportunities are very likely and will be opened as soon as time permits. Staff updated all phone, website, and registration site messages with these updates.

During the report period, staff fielded a total of (160) emails resulting in (9) non-resident unlocks, (5) rifle permit unlocks and (25) duplicate requests processed.

Staff completed two remedial sportsman assignments for hunters to re-instate their hunting and fishing privileges.

Staff submitted a 2023 *Instructor of the Year* candidate to the International Hunter Education Association-USA (IHEA-USA). The IHEA-USA is the professional organization affiliated with the Association of Fish and Wildlife Agencies.

J. Leskie sent in the *New Jersey State Hunter Education Progress Survey* to the IHEA-USA for inclusion in their records prior to their nationwide conference June 26-29, 2023, in Boise, Idaho.

Staff is planning to attend this conference virtually. The agenda will include issues pertinent to both New Jersey and North America.

Requests for changes and follow up edits were forwarded to the staff of HunterCourse.com, because consistency with our procedures and clarity of what is presented to our constituents is of paramount importance. A total of 16 requests were forwarded to the HunterCourse team and at least three are still pending. We anticipate all revisions will be made prior to the next wave of class offerings.

Hunter Education staff are in the early stages of developing a user survey to collect data for future programming changes to increase efficiency within the program.

Staff began compiling hunter and trapper education volunteer hours/timesheets and year-end student data for Federal Aid Grant reporting requirements.

Trapper Education

No report this period.

Miscellaneous

C. Venuti continued social media research to compare what types of information other states with Fish and Wildlife pages offer the public. Facebook, Instagram, Twitter and Tik Tok are being investigated. We are looking to compare types of posts, responses of likes and/or comments, how each state handles negative feedback, frequency of posts, and several other parameters. The information will help influence the Hunter Education and R3 posts we share on social media to achieve the highest success rates.

S. Forlenza assisted with one NASP training at the Southern Regional High School in Stafford Township where 10 physical education teachers were certified as basic archery instructors.

K. Griglak measured a white-tailed deer rack during the report period. The *Typical* 9-point buck scored 147 5/8 and was taken from Zone 6. Information on New Jersey's Outstanding Deer Awards program was forwarded to the hunter.

Recruitment, Retention, Reactivation/R3 (Joe Leskie, Courtney Venuti, Tiffany Woolley)

Staff posted the Spring edition of the R3 newsletter which highlights recruitment, retention, and reactivation efforts in New Jersey. This issue includes information on turkey seminars, the women's mentored hunt at the Landis Sewerage Authority property in Vineland, final deer harvest numbers, a turkey recipe, facts about raccoons, and more. Work has already begun on the summer edition due out in July.

J. Leskie attended the two-day Angling R3 Workshop and training session at the Central Region Office. Background of R3 initiatives, priority development, and identifying goals were discussed on the first day. Day two focused on utilizing a planning framework with ideas from the previous meeting to fuel development of New Jersey's Angler R3 Plan. The workshop facilitators were Matt Dunfee with The Wildlife Institute, Phil Seng with DJ Case & Associates and Stephanie Hussey with the Recreational Boating and Fishing Foundation. Each has valuable experience assisting other state agencies with developing R3 plans.

J. Leskie attended the NEAFWA R3 Committee meeting virtually on June 8. The Committee is working on hiring a Regional R3 Coordinator to develop a core strategy that will include multi-state objectives for the Northeast. The informational needs of New Jersey were supplied for inclusion.

Staff began program evaluation analysis on all R3 hunting programs conducted in Fiscal Year 23. Once the analysis is completed, it will be incorporated into the upcoming Federal Aid Progress report.

R3 Tuckahoe Managed Waterfowl Hunt

R3 staff continued general maintenance and upkeep on the hunt registration shed and equipment.

T. Woolley began updating and streamlining the exit survey design for hunt participants. The current survey spans three pages, so concision is necessary to increase efficiency.

NASP® (Joe Leskie, Katie Paey, Craig Decker)

Staff conducted the National Archery in the Schools Program (NASP®) Basic Archery Instructor (BAI) training courses at the Wallkill River National Wildlife Refuge (Sussex County), Jonas Salk Middle School (Middlesex County) and the Southern Regional School District (Ocean County).

Staff attended a NASP meeting with Passaic County Parks and Recreation during the report period.

Staff also delivered the final State Tournament awards and maintained end-of-school-season NASP records during the reporting period.

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

Sedge Island Natural Resource Education Center

The Sedge Island season is underway. A training session was held for six new volunteer interns who will be working alongside hourly staff administering programs this summer. DEP Watershed Ambassadors were the first overnight group of the season and unfortunately due to poor air quality (caused by smoke from the Canadian wildfires), had to be sent home early and rescheduled.

Trout in the Classroom (TIC)

Registrations continue to be received for the 2023-24 school year.

Staff updated the website to reflect changes in the list of equipment required and several new teachers are in the process of making purchases.

Returning teachers are completing paperwork to return to the program in the fall.

Schools have finished releasing their fish and are in the process of cleaning and storing their tanks for the summer.

Angler R3

The Angler R3 Workshop was held June 6-7. A total of 21 staff members from the Director's Office and Bureaus of Information & Education, Freshwater Fisheries, Licensing and Law Enforcement attended. The workshop was facilitated by Stephanie Hussey (Recreational Boating and Fishing Foundation), Matt Dunfee (The Wildlife Management Institute), and Phil Seng (DJ Case and Associates), who have assisted many states in starting the process of developing an Angler R3 Plan. The two-day training had staff discuss current angler efforts, determine what the agency's top angling priorities are, develop a goal for the plan, and then work in small groups to define objectives that will increase angler participation in the state. Next steps are being planned and a follow-up meeting with the facilitators has been scheduled.

A Beginner Surf Fishing Workshop for Veterans was held on Saturday, May 20, in partnership with Island Beach State Park's surf fishing staff and volunteers. Thirteen veterans participated in hands-on instruction. The individuals learned about tying knots, types of bait and lures to use, as well as equipment before heading to the beach to put to practice what they learned. While no fish were caught, everyone had a great time. A big thank you to members of the Hudson River Fishing Association who provided a cookout for the participants after the workshop.

The first *Let's Go Fishing!* workshop was held on June 15 at Wilson Park in Linden. These fishing programs are geared toward adult beginner anglers or those who used to fish but have gotten away from the sport. Eight participants attended the workshop with two individuals fishing for the first time ever.

Two additional *Let's Go Fishing!* workshops are scheduled. One for June 17 at Kittatinny State Park (Sussex County) and the other on June 23 at Thompson Park (Middlesex County). Workshops in central and southern parts of the state are being planned as well.

A *How to Fish* program was held on June 12, at the Washington Township Free Public Library in Long Valley, Morris County. The library requested a program to promote their loaner pole program. A total of 23 participants attended.

Governor's Surf Fishing Tournament

The Governor's Surf Fishing Tournament was held on May 21 with David Koenigstein of Toms River winning the Governor's Cup with a 37 1/8" striped bass. Manasquan High School won first place in the High School Team Category with a 33" bluefish. Representatives of Celebrity Ford in Toms River were on hand to assist disabled veterans in getting to the beach. Donations from Brielle Bait and Tackle, Charlies Bait n Tackle, Grumpys Tackle and the Reel Seat provided raffle prizes to participants.

Other

Staff welcomed Marc Rogoff to the Bureau of Information & Education from the DEP Communications Office. Marc will be developing climate change activities for the Trout in the Classroom (TIC) and Green Eggs and Sand curriculums. He will also be correlating TIC activities to the New Jersey Core Curriculum Content Standards and working with L. Kaul to create bear education activities for schools.

The Green Eggs and Sand workshop was held for 25 educators, June 3-4, at The Wetlands Institute in Stone Harbor. There were expert presenters from New Jersey, Florida, Cape Cod, and China discussing all aspects of the horseshoe crab phenomenon and controversy. Two trips to spawning beaches were included in the workshop. Unfortunately, the evening excursion was cut short due to serious road flooding from the full moon high tide. New this year, was a beach trip to view shorebirds, which turned out to be a great addition to the workshop. Participants had an opportunity to view several flocks and were able to rescue stranded horseshoe crabs that had been spawning on the beach the night before. Overall evaluations from participants and presenters were extremely positive.

The second pass of the 2023-24 Hunting Digest is currently being prepared to be sent back to the publisher. Several cover photo options were provided to staff for comments before requesting mock-ups from the publisher.

The Record Fish Program certified a new record hybrid striped bass.

WILDLIFE EDUCATION AND OUTREACH (Karen Byrne, Jessica Griglak, Liz Jackson, Alanna Newmark)

Pequest Natural Resource Education Center

Requests for school and group programs have slowed with the end of the school year approaching.

Let's Go Fishing, a program geared toward teaching adults how to fish so that they can take their younger children fishing, had eight people attend the two-night workshop.

Nature Nurtures, a story and craft lesson was held for six children, aged 3-5. They read a bear book and created a bear to take home.

Teen Anglers used the facility for an event.

Pequest held 14 programs for schools and other groups this report period. Programs included tours, hikes and Fishing Basics programs. Ninety-five people learned to fish in the Fishing Basics class. The total number of participants for the other programs was 180.

Staff provided the Gecko Group with exhibit text for the Pequest Hatchery History section. Staff also took time to measure and inventory the current mounts in the exhibit hall to identify which ones could be used with the new exhibits.

New hourly education staff Adam Polinger started this reporting period.

Mobile Education Trailer (MET)

Requests for the Mobile Education Trailer (MET) continue to come in and staff is busy scheduling these events.

Hooked on Fishing - Not on Drugs (HOFNOD) Program

The Youth Fishing Challenge took place over the weekend of June 3-4. A total of 31 locations participated in this year's event. Staff assisted at the Trenton and Sandyston locations. Bureau of Freshwater Fisheries staff stocked Trenton's Stacy Pond and provided staff to assist during the Challenge. To date, 21 locations returned their reporting information, documenting 734 youth participants. The remaining ten locations were sent reminders to forward their information.

One team participated in the Governor's Surf Fishing Tournament in the High School Team Category.

Plans are underway for several Sisters Afield Fishing programs, including a trip to Sedge Island July 7-9, a *Camp, Hike and Fish Workshop* at Pequest August 25-27; and a *Family Fishing Derby* on October 9.

WEBSITE ACTIVITY (Doug Rizio)

New and Updated Pages, Images, and Documents

Nine (9) news updates were posted in May.

Three (3) job posts were also published, while three (3) job posts were deleted after their closing dates.

One (1) new web page was created, whereas four (4) other web pages were deleted and consolidated into other parts of the website.

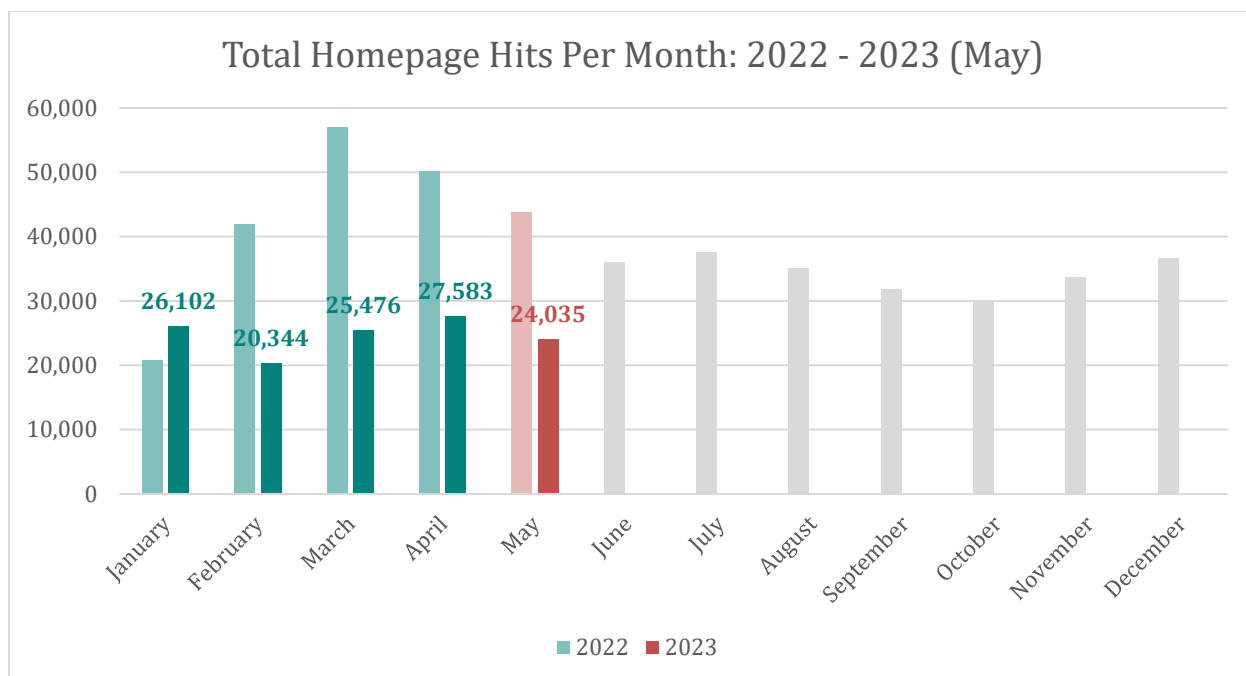
Approximately one-hundred-ninety-six (196) pages were revised/updated during the report period.

Approximately eighty-three (83) documents were edited in or converted to PDF format. These included: Bureau Reports (8) in one .zip file; Meeting Documents (18) in two zip files; Minutes/Agendas (17); Job Descriptions (3); and others (37).

Fifty-nine (59) images were also edited and posted.

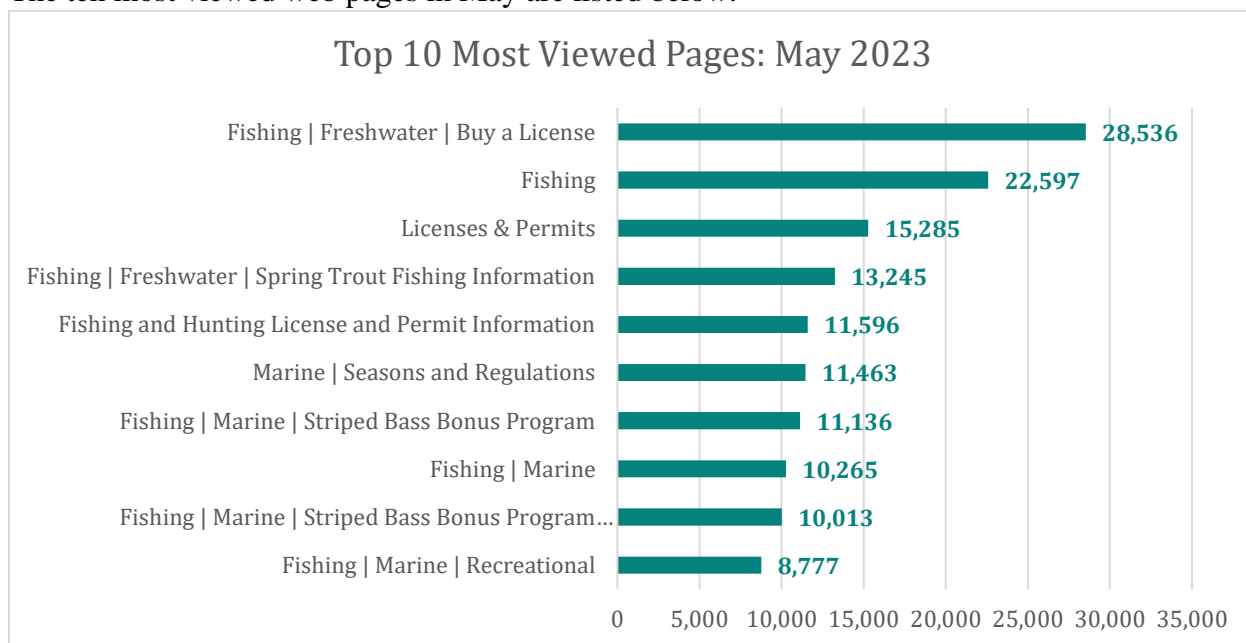
Analytics – Home Page

The number of hits on the home page in May was 24,035; an average of 776 hits per day. It is a decrease of 3,548 hits from the previous month of April (27,583) and a decrease of 19,747 hits from May of the previous year (43,782).



Analytics

The ten most viewed web pages in May are listed below:



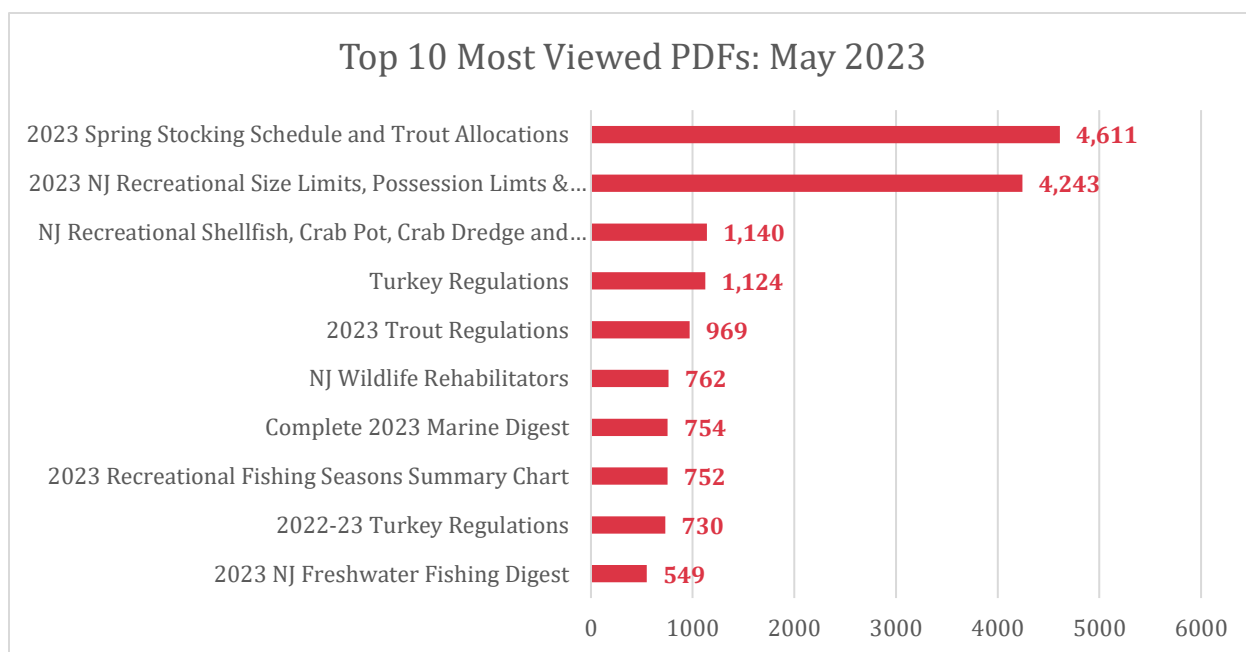
Rank	Page Name	Views
1	Fishing Freshwater Buy a License	28,536
2	Fishing	22,597
3	Licenses & Permits	15,285
4	Fishing Freshwater Spring Trout Fishing Information	13,245

5	Fishing and Hunting License and Permit Information	11,596
6	Marine Seasons and Regulations	11,463
7	Fishing Marine Striped Bass Bonus Program	11,136
8	Fishing Marine	10,265
9	Fishing Marine Striped Bass Bonus Program Application	10,013
10	Fishing Marine Recreational	8,777

Other popular pages on the **New Website** were:

Rank	Page Name	Views
11	Fishing Freshwater	8,078
12	Fishing Freshwater Places to Fish Ponds, Lakes, and Reservoirs	7,149
13	Hunting	6,876
14	Fishing Marine Recreational Licenses and Permits	6,267
15	Licenses and Permits License Agents	5,109
16	Fishing Access Locations on Trout Waters - County Listing	4,147
17	Sedge Island Natural Resource Education Center	3,999
18	Hunting Buy a License	3,737
19	New Jersey Marine Digest	3,635
20	Hunting Hunter Education	3,623

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	<u>2023 Spring Stocking Schedule and Trout Allocations</u>	14,369
2	<u>2023 NJ Recreational Size Limits, Possession Limits & Seasons</u>	3,803
3	<u>2023 Trout Regulations</u>	3,418
4	<u>Turkey Regulations</u>	2,062
5	<u>2023 Bonus Broodstock Ponds and Lakes</u>	1,480
6	<u>2022-23 Turkey Regulations</u>	1,405
7	<u>2023 NJ Freshwater Fishing Digest</u>	1,132
8	<u>NJ Recreational Shellfish, Crab Pot, Crab Dredge and Lobster Pot Application</u>	749
9	<u>2023 Fishing Regulations - Size, Season and Creel Limits</u>	676
10	<u>2023-23 General Freshwater Fishing Regulations</u>	461

Additional Activities

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

WILDLIFE INFORMATION/PUBLIC OUTREACH (Linda DiPiano)

GovDelivery (Listserv) Messages

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

1. Black Bear Educational Programs Now Available (5/17/23)
2. REMINDER - Summer Closures in Five WMAs effective May 25 - September 4 (5/22/23)
3. Seasonal Restrictions of Public Use on Horseshoe Island (5/24/23)
4. 8TH ANNUAL YOUTH FISHING CHALLENGE (5/25/23)
5. New State Record Hybrid Striped Bass! (5/26/23)
6. Spring R3 Newsletter Online Now! (5/26/23)
7. Free Fishing Day is Saturday! (5/30/23)
8. Introducing the NJ Wildlife Tracker (6/1/23)
9. 2023-24 Deer Hunting Season Dates Now Available (6/12/23)
10. Wild Turkey Brood Sighting Survey (6/14/23)

GovDelivery List Numbers to Date	6/1/2023
Freshwater Fishing	62745
Hunting	42903
Marine Fishing	58844
Wildlife	41749
Education	36522
Endangered Species	32570
Shellfish	39228
Outdoors	44679
Sparta Mt.	28042
CHANJ	32473
Marine CARES Act Information	16397
Marine Fisheries Grant and Assistance Information	3175
Total	439327

Responses to the Public Email Address

Approximately 223 emails came to the public email address. A total of 207 of them were either directly responded to or forwarded to agency staff for response.

Outstanding Deer Program

Applications for this year's program are coming in and being processed.

Staff was also present at a meeting with the NJ Federation of Sportsmen's Clubs as the 2024 Deer Classic will now be combined with their annual conference.

Hunting and Trapping Digest Production

We received all bureau edits for the first pass of the 2023-24 Hunting and Trapping Digest on May 23. Changes were combined, edited further, and uploaded to the publisher on May 25.

The second pass was received back from the publisher on June 8. It was then edited and immediately sent to Wildlife, Law, Licensing and Hunter Education for their input with a return date of June 19.

Three cover options were also chosen and provided to the publisher so that mock-ups could be made.

Wildlife Conservation Corps

The Wildlife Conservation Corps now has 4,592 members.

No volunteer opportunities were emailed during this reporting period.

Other

Attended the 32nd Annual Governor's Surf Fishing Tournament at Island Beach State Park. Sorted the judges' cards and kept track of the winning participants.

Attended a Pequest exhibits progress meeting with the design team from Gecko Group. All designs were to our liking, and they are proceeding in the right direction.

Attended a Staff Day planning meeting. A staff day in September at Pequest was discussed as well as the activities that would occur during the day.

Attended an Angler R3 meeting led by I&E's Karen Byrne and Alanna Newmark, Matt Dunfee (The Wildlife Institute), Phil Seng (DJ Case & Associates) and Stephanie Hussey (Recreational Boating and Fishing Foundation). Staff from I&E, BFF, BLE, and Licensing were present for the training that will guide our efforts in writing New Jersey's Angler R3 plan.

Attended an internal Agency Representative meeting to discuss the current program and how to move forward in the future.

Attended an Association for Conservation Information (ACI) board meeting. New Jersey will be hosting the 2025 ACI Conference. Three hotels were found in the Atlantic City area that could accommodate the event at a reasonable rate. Site visits will be planned for the near future.

WILDLIFE INFORMATION – INTERNAL COMMUNICATION (Kathy Porutski)

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

NOV Posting - F&W Marine Habitat and Shellfisheries (Environmental Specialist 1)
Vacancy on Horse Park of New Jersey's Board of Trustees (drafted, but unreleased)
Join AC Golden in Celebrating 50th Anniversary of NJ's Endangered and Nongame Species Conservation Act Tomorrow @ 12:30 P.M.
Bureau Reports for May
Passing of Retired Conservation Officer Tim Williamson's Mother
NOV Posting - F&W (Wildlife Worker - Open to General Public)
Passing of Matt Hencheck's Sister

F&W Staff Day 9/13 – Save the Date (drafted)

Also, during this reporting period: the Bureau of Information and Education’s Monthly Report for May was compiled and edited; New Jersey Fish and Wildlife historical timeline files were researched and forwarded to AC Golden; preparations were made to begin soliciting material for the NJFW Fiscal Year 2023 Annual Report; and the IC address book was updated with new employees.

PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)

Publications/Graphics

- Photos labeled with byline for staff
- Dynamic QR codes created for Hunting Digest
- Conversation with DEP Communications Office restarted regarding F&W YouTube channel
- Wildlife Habitat Supporter Program rough drafts created for next iteration of design
- Vector art stages of beach nesting birds worked on for ENSP project

Photography/Videography

- Timber rattlesnake release filmed at Wawayanda State Park
- Governor’s Surf Fishing Tournament (GSFT) attended with photo/video documentation
- Rattlesnake release footage, stills and interview audio shared with staff for future video
- Images of GSFT winners shared with staff
- Turkey Swamp aerial footage and stills uploaded
- Land Management efforts to transition area from invasive to native species documented at Pequest
- Aerial photos reviewed and uploaded
- Video drafts reviewed and feedback provided
- Stacy Park Fishing Derby attended and documented
- Free Fishing Day derby images reviewed, uploaded, and shared with staff
- Bog turtle stills uploaded to shared drive
- Kestrel work documented on two days with ENSP’s Bill Pitts
- Footage reviewed and refined, then uploaded and shared for video production
- Footage pulled from iCloud and uploaded to One Drive
- Eagle nest monitored for potential fledging footage
- Approximately 27 GB of photo/video files uploaded to One Drive
- One staff request for photos delivered

Meetings/Trainings Attended

- Outreach Group Meetings

- Social Media Training
- ACI eTrips
- Monthly Flight Training

SOCIAL MEDIA (Katie Paey)

Facebook

The NJFW Facebook (FB) page had **47,281 followers** at the end of this reporting period.

The total reach of the NJFW Facebook page during this reporting period was 305,662 people.

Thirty-three (**33**) 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: WMA regulations, black bear presentation/exhibit promotion, Americorps Watershed Ambassadors shared post, leave young wildlife alone, Endangered Species Day/Endangered and Nongame Species Conservation Act (ENSCA) 50th Anniversary campaign, Go Fish Fridays, Governor's Surf Fishing Tournament winner, Wild Turtle Week content, Horseshoe Island seasonal restriction, ENSCA anniversary campaign (Fly the Detection Dog), Youth Fishing Challenge, new state record striped bass, Free Fishing Day, ENSCA anniversary campaign (bald eagle recovery), CPO interns turtle tagging, first bass catch, CVA pump out video, Wildlife Habitat Supporter Program/WMA of the Month, ENSCA anniversary campaign (timber rattlesnake), Bear Safety Week content, turtle nesting season, and employment opportunity.

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):

6/5 – First bass catch – reached **107,646** people, **4,255** engagements

5/27 – New state record hybrid striped bass – reached **81,455** people, **5,044** engagements

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 **14,013 followers** at the end of this reporting period.

The total reach of the NJFW Instagram page during this reporting period was 26,581 people.

Twenty-nine (**29**) Instagram posts were posted this period. Posts include photographs and video taken by staff, and graphic pieces created for promotions.

Post topics included: WMA regulations, black bear presentation/exhibit promotion, leave young wildlife alone, Endangered Species Day/Endangered and Nongame Species Conservation Act (ENSCA) 50th Anniversary campaign, Go Fish Fridays, Governor's Surf Fishing Tournament winner, Wild Turtle Week content, Horseshoe Island seasonal restriction, ENSCA anniversary campaign (Fly the Detection Dog), new state record striped bass, Free Fishing Day, ENSCA anniversary campaign (bald eagle recovery), CPO interns turtle tagging, first bass catch, CVA pump out video, Wildlife Habitat Supporter Program/WMA of the Month, ENSCA anniversary campaign (timber rattlesnake), Bear Safety Week content, and turtle nesting season.

Six (**6**) Instagram stories were posted this period. Topics included: Bear Safety Week content, Youth Fishing Challenge information, and an employment opportunity.

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 posts with the most reach this period –

6/9 – ENSCA 50th Campaign (Timber rattlesnake reel) - reached **11,735** people, **852** interactions
5/19 – ENSCA 50th Campaign (Endangered Species Day/Wildlife Tracker reel) - reached **10,419** people, **719** interactions

Staff monitored and responded to comments and private messages.

Outreach, Marketing and Other

- Content was added to the shared Social Media/GovDelivery 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
- Biweekly Outreach Group meetings were attended
- A social media coverage training was held on May 18 to teach Bureau of Information and Education staff how to use Meta Business Suite (Facebook and Instagram's business platform)
- The Angler R3 Workshop was attended on June 6 and 7 at the Central Region Office

- Facebook/Instagram photos and copy were uploaded to SharePoint for staff use during Katie's upcoming maternity leave

OUTREACH GROUP (Michelle Smith)

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.

A social media training was attended to teach Outreach Group staff how to use Meta Business Suite to provide social coverage when required.

An Angler R3 Workshop was attended to develop a plan for our own agency.

Participation occurred in an Employee Advisory Service (EAS) Supervisor/Manager Training Course on how to motivate, engage and retain staff.

A meeting was attended with the bear outreach campaign marketing vendor to discuss the development of summer creatives.

Wildlife Habitat Supporter Program

The Wildlife Habitat Supporter program marketing campaign continued. An updated analysis of promotional messages and signs will be conducted in early summer.

BLACK BEAR EDUCATION PROGRAM (Lyla Kaul)

Bear Literature Distribution

More than 8,300 pieces of black bear safety literature were distributed to three state parks, three county parks, one township, one camping resort, and numerous attendees to presentations and exhibits.

Literature Type	Amount Distributed
English Brochures	3,535
Spanish Brochures	1,075
Kids' Activity Books	2,232
Camper Cards	1,500
Tyvek Signs	10
QR Code Flyers	10
Total	8,362

Bear Webpages

A black bear toolkit for municipalities was developed to provide officials with quick access to information and resources to help their communities, homeowners, and businesses coexist with New Jersey's black bears. The toolkit includes videos and captioned photos for posting on social media platforms, content for emails and newsletters, and links to helpful resources. When approved, it will be available as a microsite within Fish & Wildlife's black bear webpages and will be shared through NJDEP's Office of Local Government Assistance.

Edits were made to the footer tabs on the bear webpages.

Edits for the summer season were made to bear banners on the Fish & Wildlife homepage and the main bear page.

Bear Presentations and Exhibits

A registration form that will allow the public to request Fish & Wildlife's black bear exhibit and bear presentation is now available on the agency website's Black Bear Education page. To date, the bear exhibit has been staffed at four events for more than 800 people in Mercer, Monmouth, and Union counties. Two presentations were given to a total of 50 people in Mercer and Passaic counties. The exhibit is scheduled to be displayed at three upcoming community events and 14 bear presentations have been scheduled for the near future.

Marketing Campaign

The FY23 multi-media black bear outreach campaign is underway. The spring bear activity messages focused on securing garbage and other attractants as bears emerged from their winter dens. The summer messages, which will launch in June, have an additional focus on outdoor recreationists and what to do in the event of a bear encounter. In the fall, the campaign will shift to emphasize bears entering hyperphagia.

Prior to the spring launch, a behavioral analysis survey was conducted by the marketing vendor to help assess any changes in residents' behavior resulting from the campaign, including

implementation of bear-proofing techniques based upon the messaging. A post-campaign survey will be conducted in the fall.

Bear Safety Week

Bear Safety Week is scheduled for June 12-16 on Fish & Wildlife's social media pages. Each day, a post covering a topic related to bear safety will be offered. Topics include bear biology, garbage management, advice for navigating an encounter and various tips for hikers, campers, and homeowners.

BearWise

New Jersey has joined many other states in earning a *BearWise* designation. BearWise is a private organization that shares ways to prevent conflicts with black bears. Organizers work closely with state agencies to provide support and resources as necessary. On the BearWise State Wildlife Agencies page, a link to our bear webpage and instructions for reporting an issue in New Jersey have been provided.