



BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT

Al Ivany, Chief
Linda DiPiano, Supervising Biologist

November 16, 2021 – December 15, 2021

HUNTER EDUCATION/ RECRUITMENT, RETENTION, REACTIVATION (R3)/NASP

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

A total of 100 Hunter Education class sessions were held statewide during 2021 compared to 55 sessions in 2020 (due to COVID-19). A total of 6,442 certifications were issued in 2021 (up 1,104 from 2020) with 4,976 individuals completing hunter education this year. The female component of students was 11.3% and the average age range of individuals taking the program was 29-31. Overall, the Division's Hunter Education instructors did another fantastic job of adapting to program needs.

Comparative breakdown by discipline:

Discipline	2021	2020
Archery	2,541	2,299
Firearm	3,901	3,039
Total	6,442	5,338

A total of 142 individuals completed Trapper Education in 2021 (up 63 students from last year). Two additional classes were added this year to meet the demand. Special appreciation goes to our trapper instructor volunteers for all their time and dedication.

Staff responded to 470 emails during this report period. These emails contained everything from duplicate requests to general hunter education questions. A total of 89 duplicate hunter education

cards were issued, 105 non-resident hunting license unlocks (unlocking allows the ability to purchase the appropriate licenses and permits where applicable) and 30 rifle permit unlocks (up slightly from last reporting period).

Staff attended the New Jersey Trapper Association's monthly meeting to discuss 2022 trapper education classes.

Staff attended a Bureau of Information and Education staff meeting during the reporting period.

R3 (Joe Leskie, Ryan Risher, Briana Merriel)

Staff prepared, edited, and posted the eighth installment of the R3 Newsletter for December 2021 and distributed it via the Division website and several GovDelivery listserv groups. Information services staff reported 441 clicks to the R3 Program Page.

Staff hosted a mentored hunt with the South Jersey Chapter of Ducks Unlimited at the Tuckahoe WMA on November 20 for the second south duck zone split. Eight new youth, men and women waterfowl hunters were introduced to a controlled hunting setting that focused on waterfowl identification and hunting etiquette.

Staff conducted a second *Field to Freezer* deer processing workshop at Hackettstown Fish Hatchery in Warren County. This event was offered to two groups of participants, a hands-on group, and an observation-only group. The additional observation-only group was added to accommodate the overwhelming demand for this program. Thirty total participants attended.

Staff worked with Hudson Farms and the Griffin and Howe Shooting School to offer two events on December 4 at their facility in Andover, Sussex County. Hudson provided mentors, transportation to shooting locations, ammunition, and equipment for participants. Two Division staff attended the event to assist in obtaining photo and video material. Out of 138 female applicants, 32 were selected to participate in a mentored upland game hunt, shotgun shooting instruction, archery shooting instruction, rifle shooting instruction, or handgun shooting instruction. Approximately 70% of surveyed participants stated that learning safe shooting techniques had motivated them to participate in this program.

Staff participated in a virtual Northeast Association of Fish and Wildlife Agencies' R3 Leadership Committee meeting to discuss the upcoming conference in New Jersey, as well as regional locations for the Archery Trade Association photo shoot slated for next spring/fall.

Staff participated in a virtual interagency meeting to discuss the future pheasant stocking program. The next meeting is scheduled for late February when findings from the 2020 pheasant and quail stamp survey responses will be presented.

Staff aided in the coordination and facilitation of a two-day mentored women's waterfowl hunt at the Sedge Islands Aquatic Resource Center in Barnegat Bay. Ten women were able to participate in an afternoon and morning hunt on December 3-4. Despite the relatively subdued conditions, several women managed to harvest bufflehead with their mentors. All participants stated that they learned a great deal and thoroughly enjoyed their hunting experience.

Staff recruited and updated the number of active R3 mentors, which now totals 109 individuals. Out of the 109, 1,018 volunteer hours were recorded in 2021. Staff coordinated with individual mentors and mentees establishing two pairs of one-on-one mentorships.

Staff worked at the Tuckahoe WMA Waterfowl Lottery Hunt. Following the second split opener on November 20, 89 hunters participated in the managed hunts. Despite continued lower than average water levels, hunters were finding success harvesting mallards, green-winged teal, black ducks, pintail, and wood ducks.

NASP® (Katie Paey)

Katie Paey will be on maternity leave through mid-April 2022.

AQUATIC EDUCATION (Karen Byrne, Jessica Griglak)

Sedge Island Natural Resource Education Center

Staff coordinated virtual content and meetings for the Outdoor Women of New Jersey Coastal Waterfowl Hunt. Ten women attended the virtual-only portion, while another ten participated in both the virtual and mentored hunt Dec. 3-4. All evaluations were positive.

Staff planned to offer an additional mentored coastal waterfowl hunt for 2020 Outdoor Women of New Jersey participants since their originally scheduled hunt occurred during a nor'easter. A virtual meeting was held to provide a refresher discussion on what to expect and additional virtual content was sent to each student for individual review. Unfortunately, the mentored hunt was cancelled due to high winds.

Requests continue to be come in for 2022 program dates.

The facility has been winterized; however, boats remain in the water.

Governor's Surf Fishing Tournament

Staff set up an online registration *test* for the 2022 tournament using Eventbrite, an event management and ticketing website. The site was able to meet all of our registration needs. Staff will present the online registration process at the January 10 committee meeting for approval.

Angler Recruitment, Retention Reactivation

Staff concluded filming three beginner fishing videos that will be edited by M. Hencheck. Plans to finish filming the remaining videos are slated for the spring when weather and water conditions are ideal.

Staff attended three webinars during the reporting period. Webinar content focused on diversity in the outdoors, the Recreational Boating and Fishing Foundation's Angling R3 Scorecard and providing accessibility to all.

Trout in the Classroom (TIC)

Staff updated the Tank Care Guide and continues to maintain contact with teachers through an electronic monthly newsletter that includes program information as well as frequently asked questions and answers. In addition, monthly surveys on tank survival rates continue to be collected. Staff also works with teachers who are having technical difficulties with their tanks to help find solutions.

Release permit applications have been printed and will be mailed to participating TIC teachers during the next reporting period. The applications obtain landowners' consent prior to releasing the trout raised in the classrooms.

Staff updated the TIC webpages with current information.

Other

Staff held a 2022 Green Eggs and Sand program planning meeting with the Delaware National Estuary Research Reserve (DNERR). DNERR had previously been involved with the Green Eggs and Sand program and are once again looking to offer a workshop in the spring. Plans are being made to offer a hybrid workshop, pairing online content with a one-day in-person workshop in both Delaware and New Jersey.

Staff attended a regional Aquatic Resources Education Association meeting.

WILDLIFE EDUCATION AND OUTREACH (Karen Byrne, Jessica Griglak, Liz Jackson, Alanna Newmark, Steve Verdi, and Tom Hill)

Pequest Natural Resource Education Center

Fishing education volunteers repaired the Pequest equipment for use next year.

The roof replacement project continues with areas still leaking.

The Pequest calendar, group schedule and volunteer schedule continue to be maintained. Phones are answered as needed.

A request for Corporate Business Tax funds to repair the education pond bathroom roof was submitted.

Hooked on Fishing - Not on Drugs (HOFNOD) Program

Staff hosted a Team Leader Gathering on December 4, 2021, at the Central Region Office's Conservation Center. Thirteen team leaders attended to discuss new program directions and possibilities. Staff encouraged team leaders to brainstorm additional activities for youth and professional development opportunities for leaders. Suggestions for hosting a HOFNOD Team Jamboree in 2022 were also discussed as well as event locations and dates for a weekend of camping, team/skill building and getting to know one another.

Staff members are currently compiling information from team leaders for the annual report.

After several years of groups requesting that the Youth Fishing Challenge be held on a Sunday, staff have scheduled it for Sunday, June 5, 2022. Items are already being secured for the upcoming event.

WEBSITE ACTIVITY (Doug Rizio)

New and Updated Pages, Images, and Documents

Seven (7) new pages were posted this report period, all of which were related to job openings.

Approximately thirty-four (34) pages were revised/updated during the report period.

Four (4) pages were deleted, all for jobs whose posting periods had ended.

Five (5) images were also edited and posted.

Approximately seventy-six (76) documents were edited in or converted to PDF format. These included: Council/Committee Documents in two zip files (5); Bureau Reports (9) in one .zip file; Minutes/Agendas (9); Job Postings (7), Wildlife Management Area and Hunting maps (16), permit application forms related to exotic and nongame wildlife (22), and eight (8) others.

Analytics

The number of hits on the homepage November was 22,185; an average of 739 hits per day. It is a decrease of 1,691 hits from the previous month of October (23,876) and a decrease of 4,931 hits from November 2020 (27,116).

The ten most visited pages in November were:

License Information – 19,169; <https://nj.gov/dep/fgw/licenses.htm>

Deer – 12,578; <https://www.nj.gov/dep/fgw/deer.htm>

Hunting and Trapping License Information – 12,250; <https://www.nj.gov/dep/fgw/hntlicfe.htm>

Hunting – 9,675; <https://nj.gov/dep/fgw/hunting.htm>

Hunter Education – 8,202; <https://nj.gov/dep/fgw/hunted.htm>
2021-22 New Jersey Hunting & Trapping Digest – 6,911;
<https://www.nj.gov/dep/fgw/dighnt21.htm>
Regulations – 5,673; <https://nj.gov/dep/fgw/njregs.htm>
Striped Bass Bonus Program – 5,040; <https://www.nj.gov/dep/fgw/bonusbas.htm>
Wildlife Management Areas – 5,673; <https://nj.gov/dep/fgw/wmaland.htm>
Hunter Training Areas – 4,339; <https://www.nj.gov/dep/fgw/ranges.htm>

Other popular pages were:

Small Game Hunting – 4,224; https://www.nj.gov/dep/fgw/smgame_info.htm
EHD Deer in Burlington – 3,989;
https://www.nj.gov/dep/fgw/news/2021/ehd_deer_burlington21.htm
Seasonal Fisheries Worker – Pequest Hatchery – 3,875;
https://www.nj.gov/dep/fgw/news/2021/job21_seasonal_fisheries_worker.htm
Pheasant/Quail Stocking Maps – 3,668; <https://www.nj.gov/dep/fgw/pheasmaps.htm>
Contact – 3,181; <https://nj.gov/dep/fgw/contact.htm>
License Agents – 3,072; <https://www.nj.gov/dep/fgw/agentlst.htm>
Obtaining Hunting and Trapping Permits – 2,969; https://www.nj.gov/dep/fgw/permit_info.htm
Fishing License Information – 3,851; <https://nj.gov/dep/fgw/fishneed.htm>
Fall 2021 Trout Stocking Schedule – 6,282; <https://www.nj.gov/dep/fgw/flstk21.htm>
Saltwater Fishing – 3,320; <https://nj.gov/dep/fgw/saltwater.htm>

The ten most requested PDFs this report period were:

2021-22 Hunting & Trapping Digest – 5,714;
<https://www.nj.gov/dep/fgw/pdf/2021/dighnt21.pdf>
2021-22 Firearm Deer Regulations – 4,283;
https://www.nj.gov/dep/fgw/pdf/2021/deer_regs_firearms21-22.pdf
2021-22 Migratory Bird Seasons – 3,783; https://www.nj.gov/dep/fgw/pdf/2021/21-22mig_seasons-tent.pdf
2021-22 Deer Archery Regulations – 3,757;
https://www.nj.gov/dep/fgw/pdf/2021/deer_regs_archery21-22.pdf
2021-22 Pheasant Stocking Schedules – 2,906;
https://www.nj.gov/dep/fgw/pdf/2021/pheas_sched21.pdf
Snakes of New Jersey – 2,5646; https://nj.gov/dep/fgw/ensp/pdf/snake_broch.pdf
2021-22 Deer Regulation Sets – 2,115; <https://www.nj.gov/dep/fgw/pdf/2021/regsets21-22.pdf>
Small Game Hunting Regulations – 2,084;
https://www.nj.gov/dep/fgw/pdf/2020/smgame_summary20-21.pdf
Deer Management Zones – 1,796; <https://www.nj.gov/dep/fgw/pdf/deerzones.pdf>
NJ Wildlife Rehabilitators – 2,286; https://nj.gov/dep/fgw/pdf/rehab_list.pdf

Additional Activities

Additional activities included virtual meetings concerning migration to WordPress; weekly social media meetings; and Commissioner's Updates.

WILDLIFE INFORMATION/DIGEST EDITOR - TRENTON (Cindy Kuenstner)

Digest Production

Production continues on the 2022 Freshwater Fishing Digest with the last pass being processed. This issue is scheduled to be available in late January. Work continues on the 2022 Marine Digest, due out in late April.

Managers were provided with the template for the 2022 hunting Digest for early distribution to, and review by, their staff.

Outstanding Deer Program

Staff handled many hunter inquiries about the 2022 Deer Classic. Applications were processed, score calculations verified. For this year's program, there are 59 hunters.

An I & E discussion on various aspects of the program and upcoming Deer Classic included hunter entrants, award plaques, hunter certificates, communicating with hunters and display plaques.

Communications and Outreach

Staff cataloged numerous wildlife photos for agency use (Digest, social media, website, reports) donated by our most reliably generous amateur photographer.

Fish and Wildlife's Facebook and Instagram Pages

Staff monitors posts that generate considerable follower comments. Photos are provided to accompany posts as requested.

Other work completed during this reporting period: observed DEP Commissioner LaTourette's weekly broadcasts; participated in the hunting Digest planning meeting; observed the Digest stakeholder meeting; revisions were provided on the Wildlife Habitat Supporter promo piece for the freshwater Digest; inquired about translation services and associated costs to produce digital versions of the Marine Digest in multiple languages; the freshwater Digest second and last passes were reviewed and revised; searched thousands of images on several stock photo sites seeking a well-matched photo of a walleye; cover photo matters were discussed with Chief Crouse; communicated with Muskies Inc. representative on their freshwater Digest musky school ad; verified the validity of multiple hunter-harvested deer entered into the Outstanding Deer Program; participated in the I & E bureau meeting; edited the Director's Message for the Digest and observed Director Golden's broadcast; confirmed with Law Enforcement on a bait question for a deer hunter if incidentally encountering a coyote and rearranged numerous freshwater Digest components among several pages to accommodate new material recently submitted.

WILDLIFE INFORMATION - TRENTON (Kathy Porutski)

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

NOV Posting - Office of Legal Affairs (Regulatory Officer 1)

NRO Phones Back Up & Running

Retirement Lunch for Sue Predl 12/15

NOV Posting - NHR (State Park Police Officer-AMENDED)

Conservation Police Officers Collecting Toys for Tots this Holiday Season

NOV Posting - Site Remediation and Waste Management Program (Manager 4 Environmental Protection - Technical/Scientific/Engineering)

NOV Posting - DFW (Biologist Trainee)

NOV Postings (4):

Office of Permitting & Project Navigation	Environmental Services Trainee
	Lateral Environmental Specialist 2
Office of Enforcement Policy	Administrative Analyst 3
	Administrative Analyst 4

Donating Benefit Time for Patricia Priest

Division of Fish and Wildlife Director's Updates – November 19, 2021

Mileage Reimbursements for COVID Testing (Drafted; Unsent)

NOV Posting - Division of Air Quality, Bureau of Air Monitoring (LATERAL Environmental Specialist 1)

Share Your 2021 Division Staff Photos & Videos!

Passing of CPO Paul Toppin's Mother

REMINDER - Retirement Lunch for Sue Predl RSVP TODAY

NOV Posting - DFW (Biologist Trainee)

NOV Postings (5) - Division of Fish and Wildlife

Administrative Analyst 2 Fiscal Management
Contract Administrator 3
Senior Biologist Education
Conservation Officer 2
Principal Biologist Fisheries

NOV Posting - Watershed & Land Management (Environmental Engineer Trainee)

November Bureau Reports

NOV Posting - DFW (Senior Wildlife Worker)

Division of Fish and Wildlife Director's Updates – December 10, 2021

NOV Posting - Site Remediation & Waste Management Program (Environmental Engineer Trainee)

NOV Postings (2) - NHR (Forest Fire Observer); Site Remediation & Waste Management Program (Agency Services Representative Trainee)

NOV Postings (3) -

Water Resource Management (Environmental Engineer Trainee)

Office of Environmental Public Health and Safety (Research Scientist 3)
Bureau of Local Environmental Management and Right to Know (Analyst
Trainee Office of Enforcement Policy)

Please Join Director Golden for a Brief Announcement Tomorrow at 10 a.m.

Spotlight *Announcements* Created w/ Images:

Giving Tuesday – November 30

Happy Hanukkah – November 28 - December 6

Pearl Harbor Day – December 7

First Day of Winter – December 21

Merry Christmas – December 25

Happy Kwanzaa – December 26 - January 1

Also, during this reporting period: the Bureau of Information and Education's Monthly Report for November was compiled and edited; Commissioner's Teams Meetings were remotely attended; retirement fliers were prepared for one BLM and one BWM employee; an inventory was taken of existing registration gifts and literature that could be used for the upcoming NEAFWA conference in April; a complete updated list of retired employee email addresses was imported and created in WORD; sample employee newsletters and background information were forwarded to Chief Ivany; at the request of AD Barno, Director Golden's messages were researched to see if information was previously released on two newly hired BFF employees; staff assisted BWM Chief Stanko with information on establishing a kudo board; the FY21 Annual Report cover photo and DEP logo were changed at the Director and DEP's request; the governor's proclamation for the Division's 125th anniversary (in 2017) was researched and forwarded to Chief Ivany; numerous SharePoint folders were created and historical photos were uploaded (45) for future use during the Division's 130th anniversary celebration; a request was made to the Long Branch Chamber of Commerce for updated city guides; the Monmouth County Tourism Board was also contacted for materials; an I&E Bureau meeting was attended on 12/9; a NEAFWA Planning Committee meeting was attended on 12/13; and the IC employee e-mail list was updated to include new employees.

PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)

Publications/Graphics

- Mask-up signs created for DFW buildings opening to the public
- Signs acquired from DEP for potential public information use
- WMA Donation Program stickers follow up and picked up
- Deer management tags print-ready art created
- Tag print request, approvals, recommendations and follow up
- 130th anniversary logo layers resolved for clean separation and animation study
- QR codes review and creation
- Images added for ENSP to Oxford Communications photo resource
- Email Banners/Headers created by topic for programs
- Graphics created for Social media posts

Social Media

The DFW Facebook (FB) page had **41,430** followers at the end of this reporting period. Twenty One Facebook and Instagram posts were drafted and posted in this period.

Topics with notable reach:

“Barnegat Light Borough... enforcement of tautog regulations”- reached **46,946** people.

Go Fish Friday and Six-Day firearms posts reached about **24,000** people a piece on 12/03 and 12/02.

If you have ideas for a Social Media post, please contact Jonathan.Carlucci@dep.nj.gov while I cover Social media for Katie Paey through April 2022

Photography/Videography

- Stafford Forge site visit, video, upload and share
- Download, review, and upload of aerial footage
- Sustainable seafood video support
- Staff at work in Trenton photos taken and shared
- 12/4 Women’s Intro to Hunting at Hudson Farm photographed
- Intro to Hunting image review, upload and share
- Drone maintenance performed
- Video Equipment picked up from DEP
- Eagle nest photographed
- Internal requests for photographs
- Monthly flight training performed

Meetings/Training

NEAFWA planning committee
I&E bureau meeting

PUBLIC INFORMATION AND DIGITAL MEDIA (Matt Hencheck)

Video Production

NJ Division of Fish and Wildlife’s 130th Anniversary video – A compilation of historical photos and highlights of Division projects from every bureau over the past six years to the present.

Sustainable Seafood video – Explores conservation police officers’ efforts to investigate commercial fishermen’s lines at sea to ensure adherence to regulations and the protection of non-targeted species. This is another collaborative project among marine fisheries, law

enforcement, and I&E. To date, two officers who work on the project regularly have been interviewed.

NJ Canada Goose Reduced Bag Limit video – Produced with wildlife biologist Ted Nichols at the Tuckahoe Wildlife Management Area. The video, geared to inform waterfowl hunters prior to the season’s end, explains the decision behind reducing the bag limit and the critical data collected in each of the waterfowl hunting zones in New Jersey and Canada.

NJ Division of Fish and Wildlife Holiday Year in Review video – A compilation of material highlighting staff projects both in the office and afield throughout 2021.

SOCIAL MEDIA (Katie Paey)

Katie Paey will be on maternity leave through mid-April 2022.

If you have ideas for a Social Media post, please contact Jonathan.Carlucci@dep.nj.gov or Michelle.Smith@dep.nj.gov.

BLACK BEAR EDUCATION PROGRAM (Michelle Smith)

Black Bear Outreach Program

A contract marketing vendor was selected to implement a multi-media black bear outreach campaign to begin in late winter 2022. The purchase order was issued for this project and a kickoff meeting was held with the vendor. Components of this project include creating a public awareness campaign directed to audiences across New Jersey to help reduce negative human/bear interactions, developing marketing materials in both English and Spanish, producing public service announcements for statewide radio stations, redesigning all bear website pages, and conducting an evaluation on the effectiveness of this multi-media marketing campaign.

Edits were provided for the YouTube bear education and public safety video production. When finalized, the video will be placed on DEP’s YouTube page to increase public awareness about safely coexisting with black bears. In addition to safety guidelines, the production includes information on black bear biology and current Division research and management efforts.

Division Website Development

The Division’s contracted website developer provided draft Freshwater Fishing, Marine and Hunting hub pages for the new Division website. Division staff assigned links to the Conservation, Wildlife and Hunting wireframes. The copy development process was initiated for the new Freshwater pages and content development for the Marine and Destinations wireframes continued along with compiling lists of links to assign to those wireframes.

Wildlife Habitat Supporter Program

The Wildlife Habitat Supporter Program marketing campaign launched in November in time for Giving Tuesday and end-of-year gift giving periods. Campaign creatives used during the launch included promotional email messages, social media ads and stories, cross platform standard banners, and Connected TV ads. The campaign timeline was modified to run media ads through February and Search ads through April 2022.

NEAFWA 2022 Conference

The December Planning Committee meeting was held for the 77th annual Northeast Association of Fish and Wildlife Agencies' Annual Conference. Various aspects of event planning transpired, including coordinating the plenary session, scheduling symposia, and exploring hybrid conference format options. The Joint Venture request was submitted to the DEP's Ethics Liaison Officer.