



## **BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT**

**Al Ivany, Chief**  
**Linda DiPiano, Supervising Biologist**

**December 16, 2021 – January 15, 2022**

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

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

Hunter Education programs for the 2021 season are complete. Registration for the upcoming season will begin sometime in mid-February with classes resuming in mid-March. Hunter Education staff have begun the process of scheduling facilities for the upcoming year. As always, the Division is grateful to all the hunter and trapper education instructors who give their time and dedication to our program.

Staff have been working on developing a new standardized training for both our current and new instructors. This includes a PowerPoint presentation for volunteers to not only watch at their leisure, but to use as a reference. This will help to ensure that we are providing the best and most consistent educational material and messaging to all students.

Hunter education staff continue to analyze data from prior years to determine potential trends. Information extrapolated will benefit the program moving forward.

Staff responded to 361 emails during this report period (down from the December total of 470). A total of 57 duplicate hunter education cards were issued as well as 113 non-resident hunting license and 28 rifle permit unlocks were performed (unlocking allows the ability to purchase the appropriate licenses and permits where applicable), which is down slightly from the last reporting period.

Staff completed and processed their 2022 membership requirement for the International Hunter Education Association (IHEA). The IHEA is a professional organization affiliated with the Association of Fish and Wildlife Agencies and the 50 individual state hunter education programs. New Jersey is a voting member of this association. The IHEA sets standards voted on and adhered to by all 50 states. These standards promote safe, responsible, and ethical hunting across the country. Because of these standards, state agencies can be assured that any non-resident wishing to hunt in that state has completed a firearm/archery safety course that meets national standards.

Staff attended and presented the Division Representative report to members of the New Jersey Federation of Sportsmen's Clubs' Warren County Chapter at their December meeting.

Staff updated the Hunter Education webpage with current information.

Director Golden's special virtual meeting was attended during the reporting period.

Staff completed all mandatory e-learning course trainings as required by the DEP.

Staff assisted the Bureau of Wildlife Management's Deer Project with game code requests, analysis, and recommendations.

Staff assisted with pheasant stocking efforts at the Winslow WMA to help the Bureau of Land Management as several workers in the southern region were out due to COVID-19.

### **R3 (Joe Leskie, Ryan Risher, Briana Merriel)**

Staff prepared, edited, and posted the ninth installment of the R3 Newsletter for January 2022 and distributed it via the Division website.

Staff worked the Tuckahoe WMA Waterfowl Lottery Hunt. During the reporting period, 91 waterfowl hunters utilized the Tuckahoe WMA blinds. Harvest success was down overall, but some hunters managed to take black ducks, mallards, green winged teal, and northern pintails. To date, 183 surveys have been submitted from hunters taking advantage of this successful R3 program.

Staff worked with L. Clark of the Bureau of Wildlife Management to move blinds around the Tuckahoe WMA to better accommodate waterfowl hunters. The blinds were moved into areas with adequate water present to provide better opportunities.

Staff met with K. Byrne (Outdoor Women of New Jersey) to discuss planning and logistics for an Outdoor Women of New Jersey and R3 mentored spring turkey hunting workshop for 2022. This will be the second year for this workshop which was a huge success last year.

Staff delivered pheasants to R. Buttonwood Farms (Hancocks Bridge, Salem County ) in preparation for a veterans' hunt scheduled for February 19, 2022.

Staff assisted with regular season pheasant stocking at the Glassboro WMA to help the Bureau of Land Management as several workers were out due to COVID-19.

R3 programs for the 2022 season are being discussed and planning strategies have begun.

## **NASP®**

L. DiPiano and J. Leskie were in contact with the NASP/International Bowhunting Organization regarding the 2022 virtual 3D tournament in New Jersey. The Division's NASP program will be meeting to discuss the possibility of supporting this effort.

## **AQUATIC EDUCATION (Karen Byrne, Jessica Griglak)**

### **Sedge Island Natural Resource Education Center**

The Sedge Island Internship job description was updated and posted on the website. A GovDelivery message was sent promoting it and information/photos were shared for a social media post. Applications are being received and processed. Qualified interns will be interviewed in March.

Staff continues to follow up on bulkhead repair options. When the facility is opened this spring, the issue will need to be addressed.

Requests continue to come in for 2022 program dates.

Boats have been moved across the bay to the marina for winterization.

Planning efforts are being discussed for the 2022 season.

### **Governor's Surf Fishing Tournament**

A Tournament Committee meeting was attended. The committee approved using online registration for the 2022 Tournament. An updated brochure was prepared for the event. J. Carlucci created a QR Code for placement in the brochure directing participants to the online registration site. Staff is currently awaiting committee approval to print the brochures and post the information on the website. Staff is also working with a screen-printing company on a new shirt design. The DEP General Services office was contacted to request equipment and assistance at the awards ceremony.

### **Angler Recruitment, Retention Reactivation**

Staff partnered with the Vietnam Veterans of America Shore Area Chapter 12's *Play HOOK-e from PTSD* program to submit a 2022 State R3 grant application to the Recreational Boating and Fishing Foundation. The proposal focused on encouraging military veterans who suffer from post-traumatic stress disorder to try fishing as a coping mechanism and way to bond with family members and other veterans.

### **Trout in the Classroom (TIC)**

Staff is conducting monthly surveys on tank survival rates and communicating that information to teachers participating in the program.

Staff attended a nationwide meeting of Trout/Salmon in the Classroom Coordinators.

Staff has been engaging TIC students in real time answering questions through an online platform.

A brainstorming session to explore the possibility of having a *Trout in the Classroom Release Event* was attended. Possible dates and locations were discussed as well as which schools may be able to participate.

### **Other**

Staff is planning the virtual portion of the *Green Eggs and Sand* workshop.

Staff is also working with the Division's R3 program to offer an Outdoor Women of New Jersey mentored turkey hunt. Landis Sewerage Authority (Vineland) is excited to host the mentored hunting portion of the program on their property, and Good Sports Gunning Club (Millville) will again allow us to use their club as a home base for the in-person portion of the workshop. A virtual portion will be offered as well.

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

#### **Pequest Natural Resource Education Center**

The vacancy notice for a Pequest Environmental Education Hourly position was updated, posted on the website, and promoted through GovDelivery and various social media outlets. Applications were received and processed, and interviews were conducted for qualified individuals.

Planning for spring programming is underway. Once again, veterans will be invited to fish on opening day of spring trout season at the Pequest Pond.

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

#### **Hooked on Fishing - Not on Drugs (HOFNOD) Program**

Staff are finishing completion of the annual report covering years 2020 and 2021.

After having many HOFNOD teams on hiatus due to COVID restrictions, several teams have inquired about starting up again. Paperwork was sent to those groups with some of them already returning their materials back.

The Youth Fishing Challenge (YFC) will be held Sunday, June 5, 2022. HOFNOD Teams received registration paperwork and staff have begun to secure giveaways for the event.

## WEBSITE ACTIVITY (Doug Rizio)

### New and Updated Pages, Images, and Documents

Two (2) new pages were posted this report period, both of which were related to job openings.

Approximately thirty-six (36) pages were revised/updated during the report period.

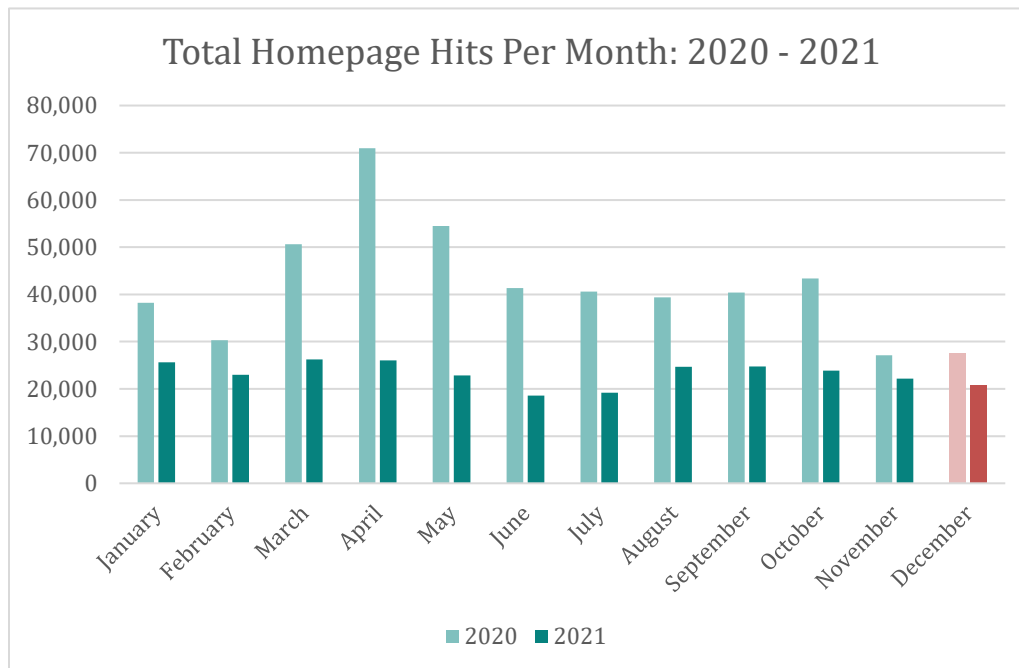
Two (2) pages were deleted, both for jobs whose posting periods had ended.

Four (4) images were also edited and posted.

Approximately forty (40) documents were edited in or converted to PDF format. These included: Council/Committee Documents in one zip file (7); Bureau Reports (9) in one .zip file; Minutes/Agendas (8), and sixteen (16) others.

### Analytics

The number of hits on the homepage in December was 20,796; an average of 670 hits per day. It is a decrease of 1,389 hits from the previous month of November (22,185) and a decrease of 6,795 hits from December 2020 (27,591).



The ten most visited pages in December were:

License Information – 17,773; <https://nj.gov/dep/fgw/licenses.htm>  
Deer – 11,204; <https://www.nj.gov/dep/fgw/deer.htm>  
Hunting and Trapping License Information – 10,893; <https://www.nj.gov/dep/fgw/hntlicfe.htm>  
Hunting – 9,282; <https://nj.gov/dep/fgw/hunting.htm>  
Hunter Education – 6,219; <https://nj.gov/dep/fgw/hunted.htm>  
Regulations – 5,882; <https://nj.gov/dep/fgw/njregs.htm>  
Fishing License Information – 4,889; <https://nj.gov/dep/fgw/fishneed.htm>  
Wildlife Management Areas – 4,338; <https://nj.gov/dep/fgw/wmaland.htm>  
2021-22 New Jersey Hunting & Trapping Digest – 3,932;  
<https://www.nj.gov/dep/fgw/dighnt21.htm>  
Hunter Training Areas – 3,849; <https://www.nj.gov/dep/fgw/ranges.htm>  
Other popular pages were:  
Contact – 3,038; <https://nj.gov/dep/fgw/contact.htm>  
Small Game Hunting – 2,928; [https://www.nj.gov/dep/fgw/smggame\\_info.htm](https://www.nj.gov/dep/fgw/smggame_info.htm)  
Striped Bass Bonus Program – 2,837; <https://www.nj.gov/dep/fgw/bonusbas.htm>  
License Agents – 2,802; <https://www.nj.gov/dep/fgw/agentlst.htm>  
Connecting Habitat Across New Jersey – 2,727; <https://nj.gov/dep/fgw/ensp/chanj.htm>  
Employment Opportunities – 2,726; <https://www.nj.gov/dep/fgw/employ.htm>  
Saltwater Fishing – 2,650; <https://nj.gov/dep/fgw/saltwater.htm>  
Obtaining Hunting and Trapping Permits – 2,645; [https://www.nj.gov/dep/fgw/permit\\_info.htm](https://www.nj.gov/dep/fgw/permit_info.htm)  
Waterfowl and Migratory Birds – 2,622; [https://www.nj.gov/dep/fgw/waterfowl\\_info.htm](https://www.nj.gov/dep/fgw/waterfowl_info.htm)  
Public Hunting Land – 2,582; [https://www.nj.gov/dep/fgw/hunting\\_publicland.htm](https://www.nj.gov/dep/fgw/hunting_publicland.htm)  
The ten most requested PDFs this report period were:  
2021-22 Firearm Deer Regulations – 5,029;  
[https://www.nj.gov/dep/fgw/pdf/2021/deer\\_regs\\_firearms21-22.pdf](https://www.nj.gov/dep/fgw/pdf/2021/deer_regs_firearms21-22.pdf)  
2021-22 Hunting & Trapping Digest – 4,594;  
<https://www.nj.gov/dep/fgw/pdf/2021/dighnt21.pdf>  
2021-22 Migratory Bird Seasons – 3,503; [https://www.nj.gov/dep/fgw/pdf/2021/21-22mig\\_seasons-tent.pdf](https://www.nj.gov/dep/fgw/pdf/2021/21-22mig_seasons-tent.pdf)  
2021-22 Deer Archery Regulations – 2,844;  
[https://www.nj.gov/dep/fgw/pdf/2021/deer\\_regs\\_archery21-22.pdf](https://www.nj.gov/dep/fgw/pdf/2021/deer_regs_archery21-22.pdf)  
2021-22 Deer Regulation Sets – 2,535; <https://www.nj.gov/dep/fgw/pdf/2021/regsets21-22.pdf>  
2021-22 Pheasant Stocking Schedules – 1,789;  
[https://www.nj.gov/dep/fgw/pdf/2021/pheas\\_sched21.pdf](https://www.nj.gov/dep/fgw/pdf/2021/pheas_sched21.pdf)  
Snakes of New Jersey – 1,695; [https://nj.gov/dep/fgw/ensp/pdf/snake\\_broch.pdf](https://nj.gov/dep/fgw/ensp/pdf/snake_broch.pdf)  
Deer Management Zones – 1,690; <https://www.nj.gov/dep/fgw/pdf/deerzones.pdf>  
NJ Wildlife Rehabilitators – 1,607; [https://nj.gov/dep/fgw/pdf/rehab\\_list.pdf](https://nj.gov/dep/fgw/pdf/rehab_list.pdf)  
Black Bear Recipe Guide – 1,354; [https://www.nj.gov/dep/fgw/pdf/bear\\_recipeguide.pdf](https://www.nj.gov/dep/fgw/pdf/bear_recipeguide.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 of the 2022 Freshwater Fishing Digest is complete. This issue will be available in late January. Work continues on the 2022 Marine Digest, due out in late April.

### **Outstanding Deer Program**

Preparation is underway for the Deer Classic shift to an August event in Edison. There are 60 hunters who entered deer harvested during the 2020-21 hunting seasons.

### **Communications and Outreach**

Staff cataloged numerous wildlife photos for agency use (Digest, social media, website, reports) offered by an amateur photographer.

Staff attended the DEP Communications Committee meeting via Teams.

### **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; finalized hunter database for the Outstanding Deer Program; prepared winners list for award engraving company; discussed hunter scoresheet issues with several official measurers in the program; edited a GovDelivery notice plus notified our hunter participants about the new August date for the Deer Classic; the freshwater Digest printer proofs were reviewed and revised; responded to a hunter inquiry about the current deer hunting season; explored options with staff and the Digest publisher to include additional material into the Marine issue; edited marine Digest articles for author review/approval and prepared the Marine Digest template for the publisher.

## **WILDLIFE INFORMATION - TRENTON (Kathy Porutski)**

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

Please Join Director Golden for a Brief Announcement Tomorrow at 10 a.m.  
NOV Posting - Management & Budget (Manager 1 Fiscal Resources)  
Division of Fish and Wildlife Director's Updates – December 17, 2021  
NOV Unclassified Postings - NHR Green Acres (Program Specialist 4 – four vacancies)  
NOV Posting - Office of Permit and Project Navigation (Environmental Specialist 1 or Environmental Specialist 2 - LATERAL REASSIGNMENT)  
Donating Benefit Time for Lisa Glass (Asst. Commissioner's Office NHR)  
NJ & Vault Medical Services Offer No-Cost Covid Testing Kits  
Message from Director Golden ~ Happy Holidays!  
Passing of Retired BLM Employee Jim Meixell

NOV Posting - Parks and Forestry (Maintenance Worker 1)  
NOV Posting - Air Quality Energy & Sustainability Program (Environmental Engineer Trainee)  
NOV Posting - Science & Research (Research Scientist 2)  
Virtual Division Meeting 2/16  
Songbird Illness Documentary Featuring Dr. Nicole Lewis  
Last Chance to Submit NEAFWA Conference Abstracts and/or Meeting Topics 1/14  
Passing of Retired DFW Wildlife Biologist Lee Widjeskog  
DOIT Requires Password Change Beginning 1/26  
December Bureau Reports  
NOV Posting - Water Resource Management (Research Scientist 3)  
Help Needed at NEAFWA Conference, April 3-5, 2022  
Funeral Services for Lee Widjeskog  
NOV Posting Removal - Water Resource Management (Research Scientist 3)  
Webcam/Headset Needs

**Spotlight Announcements Created w/ Images:**

**Martin Luther King, Jr. Day – January 17**  
**Lunar New Year – February 1**  
**Groundhog Day – February 2**  
**Valentine’s Day – February 14**  
**Presidents’ Day – February 21**

**Also, during this reporting period:** the Bureau of Information and Education’s Monthly Report for December was compiled and edited; Commissioner’s Teams Meetings were remotely attended; literature was solicited for the upcoming NEAFWA conference in April; a NEAFWA Planning Committee meeting was attended on 1/20; and the IC employee e-mail list was updated.

**PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)**

**Publications/Graphics**

- Graphics for Social, Holiday and GovDelivery messaging
- Animation training and drafts created for 130<sup>th</sup> logo
- Atlantic Flyway Canada Goose graphics modified for video
- GSFT logo modified for Eventbrite
- NEAFWA banner reworked for 2022, large print format art and web banner output
- QR codes review and creation
- Dynamic code management software explored and resolved with annual subscription
- Images added for ENSP to Oxford Communications photo resource
- Graphics created for social media posts

**Social Media**

The DFW Facebook (FB) page had **42,478** followers at the end of this reporting period.

Overview of the Facebook page over the past 28 days:

**DISCOVERY:**

Post reach - 541,992

Post engagement - 33,788

New Page Followers – 239

**INTERACTIONS:**

Reactions - 4,359

Comments - 579

Shares - 554

Link Clicks - 15,103

Topics with notable reach:

“Eddie P found some of the first safe ice in North Jersey this past week and caught a few nice Northern Pike.”– Ice fishing and safety tip post reached **26,528** people and received 1568 in engagement.

“Job opportunity at the hatchery!” – Seasonal Educator position available at Pequest reached **26,235** people and received 1677 in engagement.

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

**Photography/Videography**

- Aerial stills of Amwell Lake WMA for social and footage for winter video library
- Download, and upload/share of aerial footage
- Bear photos from Division and stock sources uploaded for Oxford use
- Aerial stills of Alexauken Creek WMA in snow
- Download, review, and upload of footage
- Winter b-roll capture and cataloged
- Staff photos shared
- Intro to Hunting uploads for staff
- Video reviews
- After Effects tutorials
- Internal requests for photographs
- Monthly flight training performed

**Meetings/Training**

UAV meeting

Social schedule meetings

## **PUBLIC INFORMATION AND DIGITAL MEDIA (Matt Hencheck)**

### **Video Production**

- *NJ Division of Fish and Wildlife's 130<sup>th</sup> Anniversary* video – This is a compilation video starting with historical photos of the division and highlighting various division projects from every bureau over the past six years to present.
- *NJ Division of Fish and Wildlife Holiday Year in Review* video – This video is a compilation video highlighting various projects done by staff in the field and in offices in 2021.
- *New Jersey Black Bear Safety* video – This is an educational video on black bears in New Jersey, which includes the state's history with black bears, black bear biology and habitat, detailed information and research work done by the Division of Fish and Wildlife's Black Bear Project staff and various safety tips on how to prevent problems from occurring with black bears and how to be safe if one encounters a black bear. The full-length version of this video is complete and waiting approval. As of now, the video is broken into a condensed two-minute version consisting of only safety tips.

## **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](mailto:Jonathan.Carlucci@dep.nj.gov) or [Michelle.Smith@dep.nj.gov](mailto:Michelle.Smith@dep.nj.gov).*

## **BLACK BEAR EDUCATION PROGRAM (Michelle Smith)**

### **Black Bear Outreach Program**

The contract marketing vendor selected to implement a multi-media black bear outreach campaign compiled a creative brief for the project. The brief highlights components that will be used to create a public awareness campaign directed at audiences across New Jersey to reduce negative human/bear interactions.

The vendor began working on updating the black bear webpages for the website's transition to WordPress. A draft webpage navigation map was created and shared with the vendor along with possible campaign images and webpage content.

*Lunch and Learn* meetings were scheduled to obtain more details about the various marketing aspects of the campaign. A brand lift study was arranged to assess marketing metrics. The vendor is also exploring marketing avenues with the NJ Department of Travel and Tourism.

The YouTube bear education and public safety video production was sent to the Department's Office of Communications for review. 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 began incorporating aspects of the State of New Jersey's Web Presence Guidelines into the production of webpages and updated fonts for hub pages under development. Guidelines were also crafted for staff to start compiling content for new webpages and copy for the Freshwater Fishing pages continues to be refined. The Marine and Destinations wireframes remain under development.

### **Wildlife Habitat Supporter Program**

The Wildlife Habitat Supporter (WHS) program marketing campaign continued with promotional email messages, social media ads/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. The vendor also began creating WHS program signage for wildlife management areas across the state to promote the program to recreationists who frequent the areas.

### **NEAFWA 2022 Conference**

Planning continued for the 77<sup>th</sup> annual Northeast Association of Fish and Wildlife Agencies' Conference. Various aspects of event planning transpired, including continued plenary session coordination and abstract/poster/workshop scheduling as well as discussions on conference format options.