



The Bureau of Information and Education's Influence on License Sales Increases through Social Media, Hunter Education & R3 Programs

NJ FISH AND GAME COUNCIL

FEBRUARY 9, 2021

Social Media & Direct Emails

Getting the Word out and Keeping it out there

2020 Social Media Posts:

- 211 on Facebook - 38,000 followers
- 162 on Instagram - 9,211 followers

2020 GovDelivery Emails – 180

- Hunting List – 36,032
- Freshwater Fishing List – 51,701
- Marine Fishing List – 48,078
- Education List – 30,597
- Outdoors List – 35,319
- Wildlife List – 35,125
- Endangered Species List – 27,142

Get Outdoors!



NJ Division of Fish and Wildlife
Published by Matthew Hencheck
March 20, 2020



Get Outdoors NJ

Our state-owned open spaces are open and available! Please enjoy the healthful benefits of recreation and being outdoors while remembering to practice social distancing.

#GetOutdoorsNJ

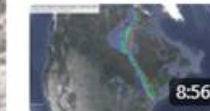
See Less

166

23 Comments

Like Comment Share

Up Next



2020 Atlantic Brant
Fall Migration
NJ Division of Fish and...
2 weeks ago · 3.8K Views



ATTENTION BOATERS!
NJ Division of Fish and...
21 weeks ago · 2.3K Views



Barnegat Light
Restoration Project
NJ Division of Fish and...
22 weeks ago · 11.7K Views

Comments

See All

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Early Trout Stocking



NJ Division of Fish and Wildlife

Published by Katie Paey

March 22, 2020

NJ Fish and Wildlife has begun preseason trout stocking and most trout-stocked waters will close to fishing tomorrow, March 23. As stocking trucks are on the roads and stocking trout, we remind you to please adhere to safe social distancing practices while enjoying the outdoors. This includes not approaching staff to ask questions or to look at the fish. NJ Fish and Wildlife wants to ensure the safety of the public and our staff during this time.

Remember, while enjoying the outdoors, please do not congregate in groups on trails, in parking areas or other common areas.

Spring trout stocking:

www.njfishandwildlife.com/trtinfo_spring.htm

Freshwater Fishing Digest:

www.njfishandwildlife.com/digfsh.htm

#newjerseyfishandwildlife #troutstocking
#troutfishing #getoutdoorsnj See Less

191

68 Comments 87 Shares

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Most Relevant



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Hunting Seminars



NJ Division of Fish and Wildlife

Published by Katie Paey · April 24, 2020

TURKEY HUNTING 101 ONLINE COURSE!

Do you want to turkey hunt this year, but don't know how to get started? Have you seen a wary long beard that you can't seem to outsmart? The National Wild Turkey Federation (NWTf) has developed an online turkey hunting course to teach you all of the tips, tricks and how-tos to be successful in the field.

To take the course, visit

www.todayshunter.com/turkey101/

Use discount code Turkey101NJ30 to save 30% off the course fee (\$29)!

Course topics include:

- Identifying subspecies, sex and age of wild turkeys
- Understanding wild turkey behavior
- How to scout and study turkey tracks
- When, where and how to use turkey calls, set up decoys and hunt wild turkeys
- How to clean your wild turkey

For information on wild turkey hunting in New Jersey, visit

www.njfishandwildlife.com/turkey_info.htm.

#newjerseyfishandwildlife #turkeyhunting See Less



Comment as NJ Divisi...

Thank you for purchasing a turkey permit.

Reporting of turkey harvests is now

[AUTOMATED](#). Reporting is EASY and can be done from your smartphone or home computer.

Click [HERE](#) for more information on turkey harvest reporting and on sexing, aging, and measuring wild turkeys for your harvest report.



[REPORT YOUR TURKEY](#) or call 855-I-HUNT-NJ (855-448-6865).

The Division would like to remind hunters to follow social distancing guidelines while turkey hunting this season.

Hunt safely!

Reminders that we made checking in your harvest easier

Online harvest reporting has been expanded in 2021 to include beaver or otter harvested during the trapping season. Hunters can report their deer, turkey, light goose, coyote and fox by following these steps:

1. On a computer or smartphone go to www.NJ.WildlifeLicense.com.
2. Once logged in the Profile screen appears. Look for **REPORT A HARVEST**.
3. Click on/select **REPORT A HARVEST**.
4. The list of species "Currently Available for Reporting" appears, now including Beaver and/or Otter Transportation Tag Harvest Numbers. Harvest Numbers on printed tags correspond to Document #s.
5. To report a harvest, choose the Document # that corresponds to the Harvest Number that is printed on the Transportation Tag that you will affix (or have already affixed) to your harvest.
6. Choose the **SUBMIT** (green button) to the left of the Document # that matches the Harvest Number on the Transportation Tag you need to report.
7. A menu box will appear. In the menu, simply choose which species you are reporting and click the green **SUBMIT** button to take you to the next page where you will enter all the harvest data.
8. After completing the harvest page, click on the green **SUBMIT** button at the bottom of that page. A **HARVEST CONFIRMATION NUMBER** will be issued. Record it on the Transportation Tag.
9. Your harvest has been reported!

Harvests can also be reported by phone at 855-I-Hunt-NJ (855-48-6865).

For more information refer to the section of the [Hunting Digest](#) for the species you are hunting/reporting.

[Online Harvest Reporting Information](#)

Free Fishing Days



NJ Division of Fish and Wildlife

Published by Katie Paey · June 6, 2020 ·

Today kicks off National Fishing and Boating Week (June 6 – 14), which highlights the importance of recreational boating and fishing and the effects they have on conservation. What's the best way to celebrate? Getting out on the water, of course!

One of New Jersey's Free Fishing Days falls within this week (today, June 6) where anglers may fish public fresh waters without a license or trout stamp.

Please remember to practice safe social distancing while enjoying the outdoor... [See More](#)

80

4 Comments 31 Shares



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Most Relevant ▼



Bill Caruso



The improved range at Millville Wildlife Management Area reopened earlier this week!

The New Jersey Division of Fish and Wildlife is excited to unveil the recently renovated public firearm range located at the Millville Wildlife Management Area. The upgraded training range opened to licensed hunters and their guests on Monday, July 27. Upon arrival at the range, shooters will immediately notice:

- A covered firing-line
- Eight new individual shooting stations, including one ADA compliant station
- Reinforced downrange concrete baffle
- Improved parking area

The Millville WMA firearm range is unique, as it is the longest (just over 200 yards) range managed by the Division of Fish and Wildlife. The new bench rests and seats will provide a stable platform for shooters to hone their skills at the longer distances. Downrange baffles and target berms eliminate the potential for bullets to travel beyond the backstop. These enhancements will increase the safety and maximize the enjoyment of recreational shooters.

The improvements were made possible with state dedicated conservation funding and revenue from the federal Wildlife Restoration Act, generated from the purchase of hunting and target shooting equipment and supplies. This is

Range Improvements



FLATBROOK



WILDLIFE MANAGEMENT AREA

RIFLE TRAINING AREA

SHOTGUN, MUZZLELOADING CENTER AND RIM FIRE RIFLES

OPEN TO LICENSED HUNTERS AND THEIR GUESTS



The New Jersey Division of Fish and Wildlife is excited to unveil the recently renovated public firearm range located at the Flatbrook Wildlife Management Area. The upgraded training range is now open to licensed hunters and their guests. Upon arrival at the range, shooters will immediately notice:

- A covered firing-line
- Six new individual shooting stations, including one ADA compliant station
- Reinforced downrange concrete baffles
- Improved parking area

The new bench rests and seats provide a stable platform for shooters to hone their skills. Downrange baffles and target berms eliminate the potential for bullets to travel beyond the backstop. These enhancements will increase the safety and maximize the enjoyment of recreational shooters.

The improvements were made possible with state dedicated conservation funding and revenue from the federal Wildlife Restoration Act, generated from the purchase of hunting and target shooting equipment and supplies. This is just one of the many ways that hunters and recreational shooters support conservation in New Jersey.

The Flatbrook Wildlife Management Area public shooting range is located one mile west of the Flatbrook office on Route 615/Flatbrookville Rd. in Sussex County.

MAP:
http://www.njfishandwildlife.com/_flatbrook_ranges.pdf

The range is open 7 days per week, 8:00 a.m. to sunset.

Range rules and information:
www.njfishandwildlife.com/ranges.htm

Wildlife Restoration Program info:
www.fws.gov/wcfr/programs/Subpages/GrantPrograms/WR/WR.htm



Facebook post from NJ Division of Fish and Wildlife, published by Katie Paey on October 26, 2020.

Permit Bow Season starts this Saturday, October 31!

The deadline to purchase Antlered Buck Permits for the Permit Bow Season is October 31 at 11:59 p.m. for hunters who already purchased an antlerless zone permit. Hunters can purchase an Antlered Buck Permit after October 31, provided they do not already possess an antlerless zone-specific permit.

Purchase permits:
<https://nj.aspirafocus.com/internetsales>

Archery Deer Season Regulations:
http://www.njfishandwildlife.com/.../deer_regs_archery20...

Hunting and Trapping Digest:
www.njfishandwildlife.com/pdf/2020/dighnt20.pdf

Permit info:
www.njfishandwildlife.com/permit_info.htm

#NewJerseyFishAndWildlife #DeerHunting #Hunting See Less

115 likes, 81 Comments, 52 Shares

Hunting Season Reminders



Hunter Education



HUNTER EDUCATION UPDATE



NJ Division of Fish and Wildlife

Published by Katie Paey · July 15, 2020 ·

Hunter education staff have finalized a plan to offer FREE classes before the fall hunting seasons while following all safety protocols and ensuring the safety of staff, volunteers and students.

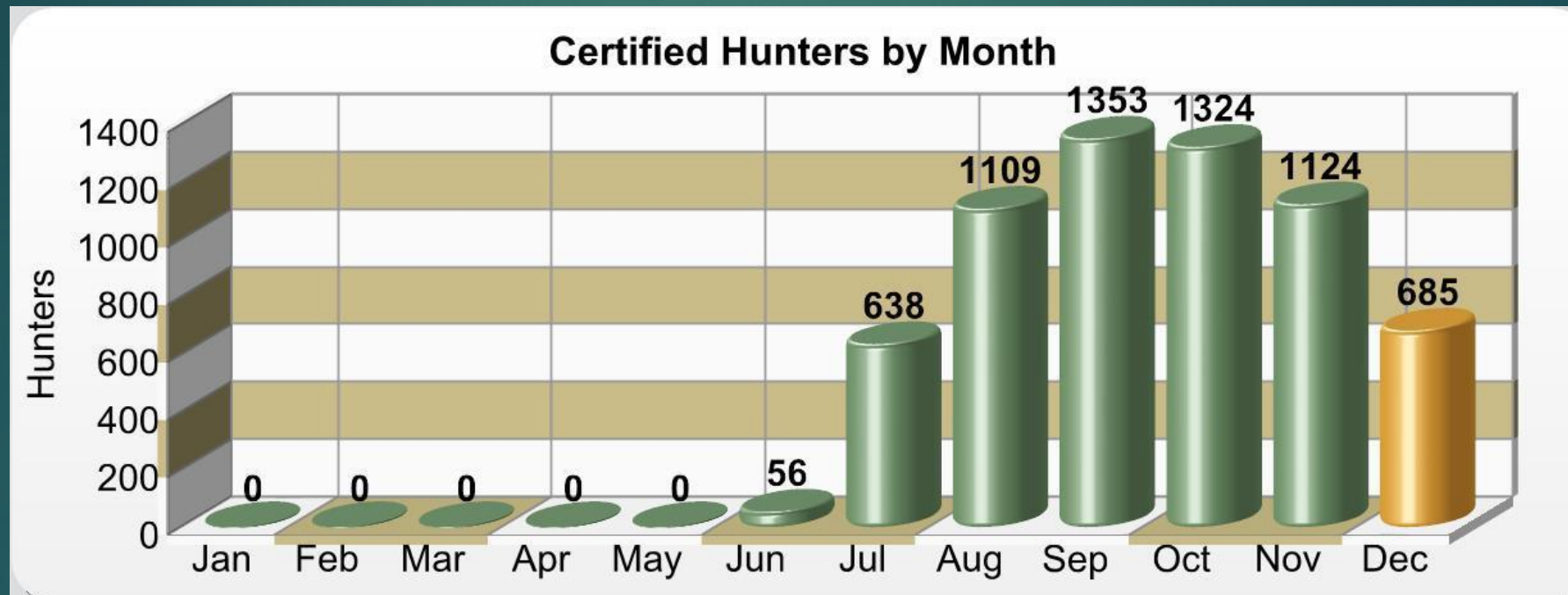
At this time:

- All hunter education students MUST complete the [HunterCourse.com](https://huntercourse.com) online hunter education program, which is now FREE for New Jersey residents! The online course covers both disciplines (Firearm and Bow) and includes the required 100-question test. Students must bring their completion certificate to the live-fire portion. The at-home Study Guide/Workbook WILL NOT be accepted during the fall hunter education classes.
- Upon completion of the online program, students must register for a specific date and time to take their live-fire test at one of the classes listed here: [https://he.aspirafocus.com/huntersafety/Account/Register....](https://he.aspirafocus.com/huntersafety/Account/Register...) Registration for the live-fire sessions will open in late July with sessions beginning in August.
- Registration must be completed for each discipline (Firearm and/or Bow) separately. If taking both Firearm and Bow live-fire tests, you must register for different times to take each test.
- Students will be required to wear and provide their own masks and safety glasses.
- Walk-in students WILL NOT be accepted during these classes.

For more information visit
www.njfishandwildlife.com/hunted.htm.

Hunter Education

6,233 students completed the free online program July 1 – December 31, 2020



Online Hunter Ed Course Completions By Month

****663 have already completed the online course in January 2021****

2020 compared to 2019

DISCIPLINE	2019 (8 months of HE)	2020 (Aug-Nov)	% Increase
ARCHERY	2,105 students	2,246 students	6.7%
FIREARMS	2,815 students	3,041 students	8%

536 Female students in 2020
-out of 4475 total students =12% of total students



R3 PROGRAMS

Recruit – Retain - Reactivate

**Programs to aid the continuation
of the upward curve**



NJ Division of Fish and Wildlife

Published by Katie Paey · July 17, 2020 ·

Become an R3 Hunting Mentor!

R3 stands for recruitment, retention and reactivation. This nationwide initiative seeks to grow new participation in hunting and shooting sports and to address declining numbers as many older participants begin to leave the activity. This will not only help create the next generation of conservationists, but also stabilize critical wildlife conservation funding.

How can you help be part of the solution?

As part of New Jersey's R3 initiative, the Division of Fish and Wildlife is currently recruiting its first cohort of 25 – 50 volunteer mentors. Mentors must show safe, ethical, and responsible use of archery and firearms equipment in the pursuit of game species.

Mentor roles include:

- Assisting one-on-one with prospective novice hunters and target shooters.
- Sharing knowledge and experience at skill-based clinics, seminars, and workshops.
- Participating at field-to-fork style programming.

Questions about the Mentored Hunting Program and requests for applications can be directed to: r3mentoredhunt@dep.nj.gov or 856-629-1014.

#NewJerseyFishAndWildlife #hunting #mentor




Comment as NJ Divisi

R3 Mentor Program

Approximately 29 mentors
R3 staff working on a new campaign for this year

Take A Kid Pheasant Hunting



 **NJ Division of Fish and Wildlife**
Published by Katie Paey · September 15, 2020 ·

Register NOW for the Take a Kid Pheasant Hunting program!






This year's guided Take a Kid Pheasant Hunting program will take place on Saturday, October 31. Properly licensed youth hunters* have the opportunity to pheasant hunt using trained bird dogs under the guidance of volunteer mentors. Guided youth hunts are offered at several WMAs throughout the state.

All guided morning hunt participants must register online. When registration reaches capacity for each WMA, it will no longer appear on the online registration form. Registration closes October 16. Late registrations will not be accepted.

REGISTER HERE:
www.njfishandwildlife.com/ythpheas_register.htm

Priority will be given to first time participants and we encourage youth who have never had the opportunity to upland hunt to take advantage of this program!

COVID-19 safety protocols and social distancing guidelines will be in effect and capacity for participants at each location will be limited. No walk-in participants will be accepted.

 Comment as NJ Divisi...    

230 youth participants

Women's Intro to Upland Hunting Workshop

30 Participants



NJ Division of Fish and Wildlife

Published by Katie Paey ·
October 20, 2020 ·

Register now for the Women's Intro to Upland workshop on November 14 at Game Creek Hunting Farms in Woodstown, New Jersey! This free event is open to 25 women age 18 and up to learn about upland bird hunting, hunting regulations, equipment, techniques to prepare your harvest for the table and participate in a guided pheasant hunt. No experience necessary! Participants must possess a valid 2020 Firearm Hunting License or Apprentice Firearm Hunting License.

Registration closes November 4. Applicants with the least amount of experience will be given priority.

For more information and to register, visit:
www.njfishandwildlife.com/njoutdoors.htm

Purchase your license:
<https://nj.aspirafocus.com/internetsales/>

Apprentice License Information:
www.njfishandwildlife.com/hntlic_apprentice.htm

Please email r3mentoredhunt@dep.nj.gov with any questions. [See Less](#)

78

15 Comments 69 Shares

Like Comment Share



Thursday Night Fun Shoot

Free event! Open to women 18+.

**Thursday, November 19
Pine Valley Trap Club
Berlin, NJ**

5:00 p.m. - 9:00 p.m.

Come try out trap shooting or hone your skills! No experience necessary. Ranges are handicap accessible.

REGISTRATION REQUIRED


33 women attended

Fun Shoots (continuing into the spring)

The New Jersey Division of Fish and Wildlife R3 Program Presents:

Friday Night Lights

at the Pine Belt Sportsman's Club



Wildlife Restoration

NJ
NEW JERSEY DIVISION OF
Fish and Wildlife

PINE BELT SPORTSMAN'S CLUB
INDIAN MILLS, NJ

R3
Recruit | Retain | Reactivate

16 participants attended
(extremely cold weather that evening)



NJ Division of Fish and Wildlife

Published by Katie Paey · January 15 at 2:00 PM ·

This past December, the annual Women's Beginner Waterfowl Hunt was held for eleven women at the Sedge Island Natural Resource Education Center. Participants learned the background and basics of waterfowl hunting through virtual content prior to experiencing a one-day mentored hunt. Despite nor'easter conditions, several women were successful in harvesting waterfowl. All mentors and participants had a great day and left with new hunting stories to share.

#NewJerseyFishAndWildlife #Hunting
#WaterfowlHunting See Less

78

6 Comments 9 Shares



Like



Comment



Share



Most Relevant

Women's Waterfowl Hunt – 11 women participated

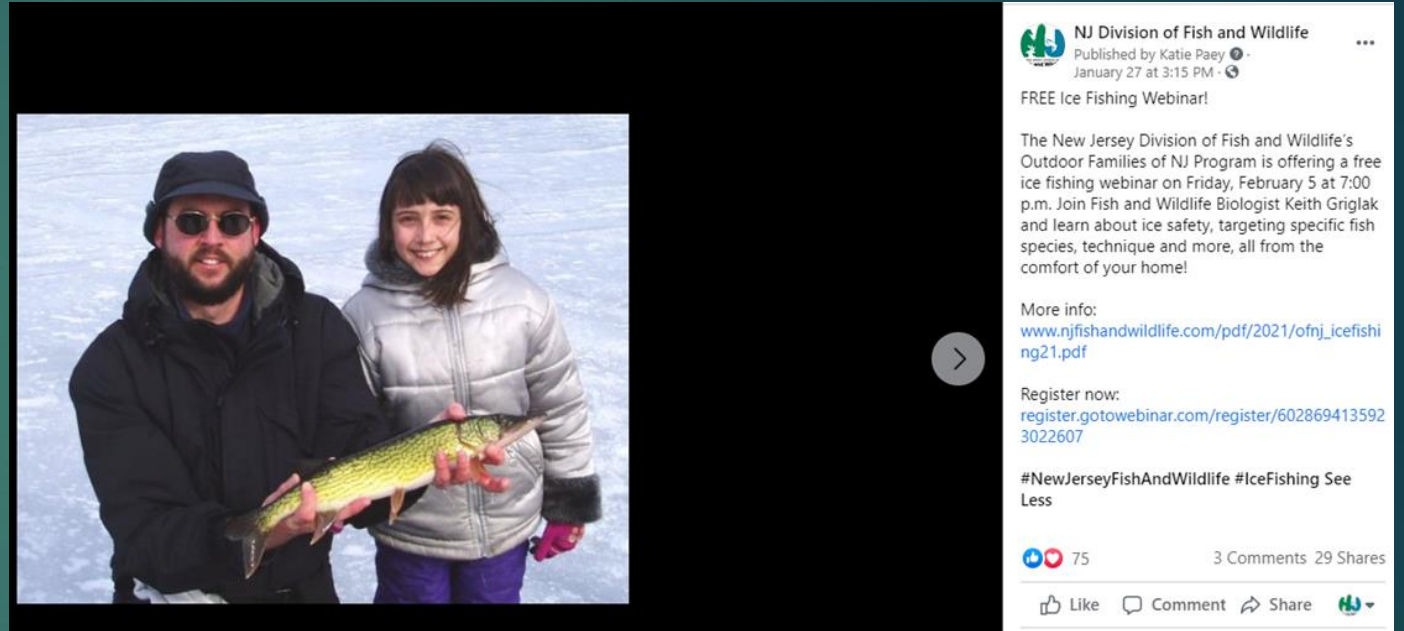


UPCOMING R3 EVENTS

Ice Fishing Seminars & Workshops



Outdoor Women of New Jersey
Ice Fishing Virtual Workshop (2/3/21)
Filled with 16 participants



Outdoor Families of New Jersey
Ice Fishing 101 (2/5/21)
Over 400 subscribed and 181 participated



Thursday Night Fun Shoot

♥ Couples Night ♥



February 11, 2021
5:00 p.m. – 8:00 p.m.
Registration is required

Location: Pine Valley Trap Club
166 Watsontown New Freedom Rd. Berlin, NJ 08009



All Division of Fish and Wildlife programs strictly adhere to current New Jersey Covid-19 safety protocols including social distancing guidelines and travel restrictions. Program availability or allowable attendance at programs may change if these guidelines or restrictions change.



NJ Division of Fish and Wildlife

Published by Katie Paey
Yesterday at 11:30 AM

The New Jersey Division of Fish and Wildlife R3 Program invites you and your significant other to a night out at the range on Thursday, February 11. Enjoy a night of free instructional trap shooting at the Pine Valley Trap Club in Berlin, New Jersey. No experience is necessary, all ammunition will be provided, and firearms can be provided upon request. Participants must bring and wear their own ear and eye protection. Face masks are required at all times. Time slots are available on the hour at 5:00 p.m., 6:00 p.m. and 7:00 p.m. Registration is limited, so register now to reserve your spot!

To register, you must have a Conservation ID (CID) number. Instructions for creating a CID number can be found here:

www.njfishandwildlife.com/cid_creation.htm

Once your CID is created, visit <https://he.aspirafocus.com/huntersafety/Account/Register...> to register for the event. Sign in and find the event by applying a "filter". Under "Upcoming Events" select "Filter Options". Select "R3 Workshops & Seminars" as the "Event Category". Event registration will pop-up below. Select your desired time and register!

All Division of Fish and Wildlife programs strictly adhere to current New Jersey COVID-19 safety protocols including social distancing guidelines and travel restrictions. Program availability or allowable attendance at programs may change if these guidelines or restrictions change. Information will be updated and participants will

Currently have 30 couples registered



Shed Hunting Workshop in March

Spring Turkey Hunting Seminars

&

Women's Mentored Turkey Hunt
Up to 12 participants

Partnering with WITO and Good Sports Hunting Club

