

QUARTERLY REPORT FOR  
***KVYB***  
October, November, December - 2021

In an ongoing effort to serve the public interest, KBBY broadcasts programming responsive to issue of concern to Ventura, CA and the surrounding service area. Following is a list of those issues, and of the station's most significant programming of them

**Education and Youth Programs**

**Arts & Culture**

**Environmental Issues**

**Health Care**

**Public Safety**

**Misc. Public Services**

The following pages include the title / description, date, time and duration of programs that we have broadcast addressing these local issues.

Prepared by: Steve Perez

## **Quarterly Report**

**Program/Segment:** Cumulus Cares with Steve Perez

**Date Aired:** October 3, 2021

**Time:** 5:30 a.m.

**Stations:** KHAY/KBBY/KVYB//KRUZ

**Duration:** 25-30 minutes

**Organization:** Alzheimer of Ventura County

**Guests:** Co-chair, Pedro Chavez

We talked Raise awareness of Alzheimer's Association programs; provide basic disease information, and link consumers to Alzheimer's Association service by serving as liaisons between the Alzheimer's Association and local groups such as neighborhoods, rural counties, business and civic organizations or faith communities. Create a safe, open environment where people share their feelings, thoughts and experiences in a combined effort to better cope with and manage the shared problems of dementia. Due to the emotional nature of this role, we ask that anyone who has lost a loved one to dementia wait a minimum of two years to grieve the loss before applying to become a facilitator. Assist with the planning and execution of fundraisers such as Walk to End Alzheimer's, The Longest Day and other special events. Committee member tasks include recruiting team members, raising revenue, increasing awareness and implementing event activities. Day of volunteer tasks include assisting with registering, greeting and ushering participants, selling merchandise and decorating the event venue.

## **Quarterly Report**

**Program/Segment:** Cumulus Cares with Steve Perez

**Date Aired:** October 10, 2021

**Time:** 5:30 a.m.

**Stations:** KHAY/KBBY/KVYB//KRUZ

**Duration:** 25-30 minutes

**Organization:** Ventura County Public Health

**Guests:** Vicky Gonzales Project Coordinator

The program educates and informs the community about the negative health effects of tobacco and works to reduce the availability of tobacco products to youth and exposure to secondhand smoke in indoor and outdoor environments. The goal of Ventura County Public Health (VCPH) is to reduce tobacco use and tobacco-related illnesses and deaths and influence social norms towards a tobacco-free County. • The County of Ventura's Public Health department, is deeply concerned about the rising number of teens using flavored e-cigarettes. According to the CDC's National Youth Tobacco Survey - there was a 78 percent surge in e-cigarette use among high school students from 2017 to 2018 with 2019 climbing even higher. Parents--school might be out but don't let your guard down! More and more youth are using e-cigarettes, so while your kids are at home, talk to them about maintaining healthy habits. • Most kids don't realize that flavored e-cigarettes are high in nicotine. Sweet flavors mask the harsh taste of tobacco, making it easier for kids to smoke. Tobacco Free California's [FlavorsHookKids.org](http://FlavorsHookKids.org) reports teens are 7 times more likely to vape nicotine than adults, and 4 out of 5 kids who vape nicotine use flavors.

## **Quarterly Report**

**Program/Segment:** Cumulus Cares with Steve Perez

**Date Aired:** October 17, 2021

**Time:** 5:30 a.m.

**Stations:** KHAY/KBBY/KVYB//KRUZ

**Duration:** 25-30 minutes

**Organization:** Ventura County Public Health

**Guests:** Vicky Gonzales Project Coordinator

The program educates and informs the community about the negative health effects of tobacco and works to reduce the availability of tobacco products to youth and exposure to secondhand smoke in indoor and outdoor environments. The goal of Ventura County Public Health (VCPH) is to reduce tobacco use and tobacco-related illnesses and deaths and influence social norms towards a tobacco-free County. • The County of Ventura's Public Health department, is deeply concerned about the rising number of teens using flavored e-cigarettes. According to the CDC's National Youth Tobacco Survey - there was a 78 percent surge in e-cigarette use among high school students from 2017 to 2018 with 2019 climbing even higher. Parents--school might be out but don't let your guard down! More and more youth are using e-cigarettes, so while your kids are at home, talk to them about maintaining healthy habits. • Most kids don't realize that flavored e-cigarettes are high in nicotine. Sweet flavors mask the harsh taste of tobacco, making it easier for kids to smoke. Tobacco Free California's [FlavorsHookKids.org](http://FlavorsHookKids.org) reports teens are 7 times more likely to vape nicotine than adults, and 4 out of 5 kids who vape nicotine use flavors.

## **Quarterly Report**

**Program/Segment:** Cumulus Cares with Steve Perez

**Date Aired:** October 24, 2021

**Time:** 5:30 a.m.

**Stations:** KHAY/KBBY/KVYB/KRUZ

**Duration:** 25-30 minutes

**Organization:** Kids & Families Together

**Guests:** Carrie McAuliffe Sandoval and Jennifer Futvoye

Kids & Families Together offers a safe and supportive resource center where individuals, families and the community can meet and share information and concerns regarding foster care, kinship care and adoptive care. Adoption and foster care decisions are made in the heart and soul, not just legally. Genuine support means learning about the realities of foster care and adoption, and working to resolve the myriad of problems that may arise throughout the years. We are committed to respecting each individual and family who request our services and providing the most comprehensive education and resources to promote healthy families.

## **Quarterly Report**

**Program/Segment:** Cumulus Cares with Steve Perez

**Date Aired:** October 31, 2021

**Time:** 5:30 a.m.

**Stations:** KHAY/KBBY/KVYB/KRUZ

**Duration:** 25-30 minutes

**Organization:** Kids & Families Together

**Guests:** Carrie McAuliffe Sandoval and Jennifer Futvoye

Kids & Families Together offers a safe and supportive resource center where individuals, families and the community can meet and share information and concerns regarding foster care, kinship care and adoptive care. Adoption and foster care decisions are made in the heart and soul, not just legally. Genuine support means learning about the realities of foster care and adoption, and working to resolve the myriad of problems that may arise throughout the years. We are committed to respecting each individual and family who request our services and providing the most comprehensive education and resources to promote healthy families.

## **Quarterly Report**

**Program/Segment:** Cumulus Cares with Steve Perez

**Date Aired:** November 7, 2021

**Time:** 5:30 a.m.

**Stations:** KHAY/KBBY/KVYB//KRUZ

**Duration:** 25-30 minutes

**Organization:** HOSPICE OF THE CONEJO

**Guests:** SUSAN MURATA Executive Director

Talked about programs and service and of course our upcoming fundraisers.....Festival of Trees decorating contest and Tree of Life- where people can hang a star ornament on our Tree of Life to honor a loved one. Programs to talk about- Volunteer Hospice Care Errand Angels-volunteers running errands for home bound residents (groceries, picking up prescription) Threshold Music Program – we work with professional musicians who bring their talents to our patients and bring the joy of music by playing small intimate concerts at our patients homes, board & care facilities. Our focus is serving those in need and all are truly welcomed, however, it is important to note that 88% of our clients are in the low to extremely low income levels, many of whom are seniors living on limited retirement income or Social Security, as well as under-insured or uninsured families. Many times these individuals and families 'fall through the cracks' and do not qualify for subsidized outside assistance.

## **Quarterly Report**

**Program/Segment:** Cumulus Cares with Steve Perez

**Date Aired:** November 14, 2021

**Time:** 5:30 a.m.

**Stations:** KHAY/KBBY/KVYB//KRUZ

**Duration:** 25-30 minutes

**Organization:** HOSPICE OF THE CONEJO

**Guests:** SUSAN MURATA Executive Director

Talked about programs and service and of course our upcoming fundraisers.....Festival of Trees decorating contest and Tree of Life- where people can hang a star ornament on our Tree of Life to honor a loved one. Programs to talk about- Volunteer Hospice Care Errand Angels-volunteers running errands for home bound residents (groceries, picking up prescription) Threshold Music Program – we work with professional musicians who bring their talents to our patients and bring the joy of music by playing small intimate concerts at our patients homes, board & care facilities. Our focus is serving those in need and all are truly welcomed, however, it is important to note that 88% of our clients are in the low to extremely low income levels, many of whom are seniors living on limited retirement income or Social Security, as well as under-insured or uninsured families. Many times these individuals and families 'fall through the cracks' and do not qualify for subsidized outside assistance.

## **Quarterly Report**

**Program/Segment:** Cumulus Cares with Steve Perez

**Date Aired:** November 21, 2021

**Time:** 5:30 a.m.

**Stations:** KHAY/KBBY/KVYB//KRUZ

**Duration:** 25-30 minutes

**Organization:** HOSPICE OF THE CONEJO

**Guests:** SUSAN MURATA Executive Director

Talked about programs and service and of course our upcoming fundraisers.....Festival of Trees decorating contest and Tree of Life- where people can hang a star ornament on our Tree of Life to honor a loved one. Programs to talk about- Volunteer Hospice Care Errand Angels-volunteers running errands for home bound residents (groceries, picking up prescription) Threshold Music Program – we work with professional musicians who bring their talents to our patients and bring the joy of music by playing small intimate concerts at our patients homes, board & care facilities. Our focus is serving those in need and all are truly welcomed, however, it is important to note that 88% of our clients are in the low to extremely low income levels, many of whom are seniors living on limited retirement income or Social Security, as well as under-insured or uninsured families. Many times these individuals and families 'fall through the cracks' and do not qualify for subsidized outside assistance.

## **Quarterly Report**

**Program/Segment:** Cumulus Cares with Steve Perez

**Date Aired:** November 28, 2021

**Time:** 5:30 a.m.

**Stations:** KHAY/KBBY/KVYB//KRUZ

**Duration:** 25-30 minutes

**Organization:** BUSINESSES WITH HEART

**Guests:** Jackie Johnson Homes with Heart & Kevin Brannon of Reel Guppies

Talked about programs and service Homes with Heart VC has an immediate need – A need for families and parents to consider stepping up to support our older youth in care by providing a safe and loving home to build connections and make friends. We have a large amount of older youth aged 16-25 in transition and ready to move forward with their lives. You can help them with that first step! A room, a safe place to stay, and the warmth of a family is most important to them, along with learning important skillsets for their future success and beyond. If you have love in your heart and a little extra room in your home, we encourage you to give us a call at 805-654-3220 and help make a meaningful impact on the life of older youth in care. And visit [Teenhomes.HomeswithHeartVC.org](http://Teenhomes.HomeswithHeartVC.org) We look forward to having you onboard!

## **Quarterly Report**

**Program/Segment:** Cumulus Cares with Steve Perez

**Date Aired:** December 5, 2021

**Time:** 5:30 a.m.

**Stations:** KHAY/KBBY/KVYB//KRUZ

**Duration:** 25-30 minutes

**Organization:** Sheriff of Ventura County

**Guests:** Bill Ayub, Sheriff of Ventura County

Talked about releases for state prisoners, controversial legislative actions, recovery from Covid-19, calls for defunding of law enforcement, and social unrest. Leadership in the face of these challenges requires a leader who is proactive, solution-oriented, and experienced to guide the way. That is exactly how I have served and why I am seeking re-election. My experience leading this agency through unprecedented difficulties, my historical knowledge of the issues, inclusion of all stakeholders, and my energy and enthusiasm to serve and keep Ventura County safe make me uniquely qualified to agenda for the future will be focused on:★ Continuing our focus on the mentally ill★ Growing our public engagement through social media communications and data sharing ★ Expanded in-service training opportunities for staff

## **Quarterly Report**

**Program/Segment:** Cumulus Cares with Steve Perez

**Date Aired:** December 12, 2021

**Time:** 5:30 a.m.

**Stations:** KHAY/KBBY/KVYB//KRUZ

**Duration:** 25-30 minutes

**Organization:** BUSINESSES WITH HEART

**Guests:** Jackie Johnson Homes with Heart & Kevin Brannon of Reel Guppies

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## **Quarterly Report**

**Program/Segment:** Cumulus Cares with Steve Perez

**Date Aired:** December 19, 2021

**Time:** 5:30 a.m.

**Stations:** KHAY/KBBY/KVYB//KRUZ

**Duration:** 25-30 minutes

**Organization:** Family Reconcile Support

**Guests:** Brett Founder

Talked about So if this is the case for humans, which has been substantiated by neuroscience, can you even imagine how the other group of people affected by this time of year may feel ? and what they are likely going through ? Ok, who? Who are we talking about? This is also a time of year for many others, that can be and IS a devastating reminder of relationship estrangement, isolation and loneliness, even despair. If we have already established that meaningful connection, meaningful relationships are key to our living a healthy life with purpose, then loneliness, isolation and estrangement are no minor matters, in fact they are critical warning signs and need to be empathetically and compassionately addressed with with practical Relationship falling outs and estrangement are nothing new in human society, we spend enough time engaging with people in relationship estrangement support groups to know this well

## **Quarterly Report**

**Program/Segment:** Cumulus Cares with Steve Perez

**Date Aired:** December 24, 2021

**Time:** 5:30 a.m.

**Stations:** KHAY/KBBY/KVYB//KRUZ

**Duration:** 25-30 minutes

**Organization:** Family Reconcile Support

**Guests:** Brett, Founder

Talked about So if this is the case for humans, which has been substantiated by neuroscience, can you even imagine how the other group of people affected by this time of year may feel ? and what they are likely going through ? Ok, who? Who are we talking about? This is also a time of year for many others, that can be and IS a devastating reminder of relationship estrangement, isolation and loneliness, even despair. If we have already established that meaningful connection, meaningful relationships are key to our living a healthy life with purpose, then loneliness, isolation and estrangement are no minor matters, in fact they are critical warning signs and need to be empathetically and compassionately addressed with with practical Relationship falling outs and estrangement are nothing new in human society, we spend enough time engaging with people in relationship estrangement support groups to know this well