

QUARTERLY REPORT FOR
KRUZ
January, February, March – 2022

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: January 2, 2022

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 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: January 9, 2022

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: January 16, 2022

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: January 23, 2022

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 We look forward to having you onboard!

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: January 30, 2022

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB//KRUZ

Duration: 25-30 minutes

Organization: VCFD Recruitment 2022

Guests: Karen Gill, Human Resources Director

Explain minimum requirements for hire and the hiring process and timeline. Explain what a “full service” department is (not just fires) what it means to be a public servant (we’re professional problem solvers as the public calls the FD when there’s nobody else to call) Be transparent about the pros and cons of the career (schedule, commitment, personal stress, family stress, unpleasant scenes, time off, compensation package, etc) Detail core values of VCFD firefighters (trust, accountability, and integrity being the top 3, in my opinion) Promote a career here at VCFD vs other FD’s as VCFD is a “destination department” and not a stepping stone department. A department of our size offers more intra-career opportunities (specialties within our organization) as well as opportunities for advancement VCFD is just the right size. Ventura County is a great place to live and raise a family firefighters live within the county which can’t be said about neighboring departments).

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: February 6, 2022

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB//KRUZ

Duration: 25-30 minutes

Organization: VCFD Recruitment 2022

Guests: Karen Gill, Human Resources Director

Explain minimum requirements for hire and the hiring process and timeline. Explain what a “full service” department is (not just fires) what it means to be a public servant (we’re professional problem solvers as the public calls the FD when there’s nobody else to call) Be transparent about the pros and cons of the career (schedule, commitment, personal stress, family stress, unpleasant scenes, time off, compensation package, etc) Detail core values of VCFD firefighters (trust, accountability, and integrity being the top 3, in my opinion) Promote a career here at VCFD vs other FD’s as VCFD is a “destination department” and not a stepping stone department. A department of our size offers more intra-career opportunities (specialties within our organization) as well as opportunities for advancement VCFD is just the right size. Ventura County is a great place to live and raise a family firefighters live within the county which can’t be said about neighboring departments).

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: February 13, 2022

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 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: February 20, 2022

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KRUZ

Duration: 25-30 minutes

Organization: FOOD SHARE 2022

Guests: President and CEO Monica White

Food Share, Ventura County's largest hunger-relief organization, has launched a Day of Giving campaign in an effort to raise \$200 thousand by midnight on February 22, 2022. Food Share distributed just under 19 million pounds of food in 2021, providing nearly 16 million meals to people in Ventura County. Inflation is biting hard not only for the 140 thousand people still regularly experiencing food insecurity but also for food banks, which have to compete on the open market to purchase food in bulk. Food Share is currently spending an average of \$200 thousand per month purchasing food. "The cost of buying food has risen dramatically," commented Monica White, Food Share's President & CEO. "A case of canned mixed fruit costs 39% more now than it did in 2020, largely as a result of increased freight charges." All donations will be matched up to \$100,000 courtesy of the generosity of the Gene Haas Foundation and the Giving Fund. The Gene Haas Foundation was established in 1999, by Haas Automation, Inc., Founder and CEO Gene Haas, to support the needs of the local community. is a leading national home loan lender and service headquartered in Westlake Village, California. To donate visit foodshare.com. 2021, Food Share distributed just under 19 million pounds of food, providing nearly 16 million meals to people in Ventura County.

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: February 27, 2022

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KRUZ

Duration: 25-30 minutes

Organization: FOOD SHARE 2022

Guests: President and CEO Monica White

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Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: March 6, 2022

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

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Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: March 20, 2022

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB//KRUZ

Duration: 25-30 minutes

Organization: Big Brothers Big Sisters of Ventura County

Guests: Danica Selvaggio Interim Chief Executive Officer

Talked their mission is to build and professionally support one-to-one mentoring relationships to ignite the power and promise of youth.

They offer 1-to-1 youth mentoring programs between a Big and a Little (mentor and mentee), as well as peer and group programs across the county, including our Youth Leadership Council. Requirements be at least 21 years old. Pass background checks (including fingerprinting) and training Participate in an interview so we can best get to know you a commitment of 12 months (or one year) from each participant. This helps develop a healthy, real bond over time. Full transparency – we hope that the mentorship becomes a lifelong journey During that time, matches meet twice monthly or once each week, about 3-5 hours at a time. For mentors to get to know a wonderful young person, make a difference, and have fun as you learn together.

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

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Duration: 25-30 minutes

Organization: LAW FIRM OWEN, PATTERSON & OWEN

Guests: Susan Owen Managing Partner

Talked a family-owned firm fighting for the underdog and won't quit until we get the best possible outcome for a case. your law firm is reaching out to Farm Workers and families of Farm Workers in this area. Doing a FREE Workshop lunch at the Marriott/ Oxnard on Esplanade Drive its on April 2nd from 3pm to 5pm They are currently handling cases and investigating others with regard to these hard working people being affected by the toxic poisons being used in the fields. there is the possibility of permanent damage to one's health. All big business farming uses poisons. Possibility of Damage to lungs, heart, liver and kidneys they can help get them the attention and medical care they need. Owen, Patterson & Owen can protect their future and their family's futures Car accident and dog bites?

Oxnard/ Ventura Cumulus Stations

K-HAY/KRUZ/ KVYB

COMMUNITY INVOLVEMENT

1st Quarter 2022

January, February, March

During Q1 of 2022, Cumulus Radio Stations K-HAY FM, KRUZ FM and KVYB FM provided daily local news reports during Morning Drive between the hours of 6am-9am. Each news report covered any public health updates, issues or warnings due to COVID-19 or any other public health issues.

Attached are the PSA show files from the “CUMULUS CARES” weekly public affairs show hosted by Steve Perez. These shows are a showcase of local issues and provide a public forum to share these issues and have discussion.