

QUARTERLY REPORT FOR  
**KRUZ**  
January, February, March – 2021

In an ongoing effort to serve the public interest, KRUZ 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 3, 2021

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

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

**Duration:** 25-30 minutes

**Organization:** Clinicas del Camino Real, Inc.

**Guests:** Chief Medical Officer GAGAN PAWAR, M.D.

Clinicas del Camino Real bringing you the latest update on the Covid 19 in Ventura County. Dr. Pawar the Chief Medical Officer for Clinicas del Camino Real will be sharing the latest information about how to stay safe and will answer any questions from the Audience every Thursday. Just send your questions to [coronainfo@clinicas.org](mailto:coronainfo@clinicas.org)

The Covid 19 vaccine is finally here and the promise for a quick fix to the pandemic has generated plenty optimism and excitement which run into a danger of exacerbating the problem by over reliance on the vaccine and people throwing away the safety measures currently in place. On the other hand, the success of the vaccination could be compromised by misinformation and rejection of science by a growing number of people. Dr. Pawar will bring her insights as a doctor and address these topics to help counter elements that could compromise the fast recovery of the Covid 19.

## Quarterly Report

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

**Date Aired:** January 10, 2021

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

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

**Duration:** 25-30 minutes

**Organization:** Clinicas del Camino Real, Inc.

**Guests:** Chief Medical Officer GAGAN PAWAR, M.D.

Clinicas del Camino Real bringing you the latest update on the Covid 19 in Ventura County. Dr. Pawar the Chief Medical Officer for Clinicas del Camino Real will be sharing the latest information about how to stay safe and will answer any questions from the Audience every Thursday. Just send your questions to [coronainfo@clinicas.org](mailto:coronainfo@clinicas.org)

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## Quarterly Report

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

**Date Aired:** January 17, 2021

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

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

**Duration:** 25-30 minutes

**Organization:** Clinicas del Camino Real, Inc.

**Guests:** Chief Medical Officer GAGAN PAWAR, M.D.

Clinicas del Camino Real bringing you the latest update on the Covid 19 in Ventura County. Dr. Pawar the Chief Medical Officer for Clinicas del Camino Real will be sharing the latest information about how to stay safe and will answer any questions from the Audience every Thursday. Just send your questions to [coronainfo@clinicas.org](mailto:coronainfo@clinicas.org)

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## Quarterly Report

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

**Date Aired:** January 24, 2021

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

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

**Duration:** 25-30 minutes

**Organization:** Community Memorial Health System

**Guests:** CMHS Chief Medical Officer, Dr. Stan Frochtzwaig, COVID-19 vaccines help our bodies develop immunity to the virus that causes COVID-19 without having to be infected with the illness. Different types of vaccines work in different ways to offer protection, but with all types of vaccines, the body is left with a supply of “memory” T-lymphocytes and B-lymphocytes that will remember how to fight that virus if you are infected it in the future. There is currently a limited supply of COVID-19 vaccine available in the United States, but supply will increase in the weeks and months to come. The vaccine supply will be distributed according to the states three-phase plan from the U.S. Centers for Disease Control and Prevention which will initially focus on healthcare workers and first responders.. Upon receiving the COVID-19 vaccine, you may have some side effects, which are normal signs that your body is building protection. These side effects may feel like the flu and might affect your ability but they should go away in just a few days.

## Quarterly Report

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

**Date Aired:** January 31, 2021

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

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

**Duration:** 25-30 minutes

**Organization:** Community Memorial Health System

**Guests:** CMHS Chief Medical Officer, Dr. Stan Frochtzwaig, COVID-19 vaccines help our bodies develop immunity to the virus that causes COVID-19 without having to be infected with the illness. Different types of vaccines work in different ways to offer protection, but with all types of vaccines, the body is left with a supply of “memory” T-lymphocytes and B-lymphocytes that will remember how to fight that virus if you are infected it in the future. There is currently a limited supply of COVID-19 vaccine available in the United States, but supply will increase in the weeks and months to come. The vaccine supply will be distributed according to the states three-phase plan from the U.S. Centers for Disease Control and Prevention which will initially focus on healthcare workers and first responders.. Upon receiving the COVID-19 vaccine, you may have some side effects, which are normal signs that your body is building protection. These side effects may feel like the flu and might affect your ability but they should go away in just a few days.

## Quarterly Report

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

**Date Aired:** February 7, 2021

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

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

**Duration:** 25-30 minutes

**Organization:** GIRL SCOUT COOKIE PROGRAM

**Guests:** Tammie Helmuth (CEO) Keilani B. Tamalani Barnett, Kathryn Nielsen

The Cookie Program teaches us the 5 skills: goal setting, decision making, money management, people skills, and business ethics.

Create Moments of Joy This Cookie Season! There are smiles, purpose, and YUM in every bite! You can find where a troop is selling near you by downloading the Cookie Finder app on your phone or visiting

[girlscoutsgcc.org/cookies](http://girlscoutsgcc.org/cookies). Or download the Cookie Finder app to find a booth location near you! (Available for both iOS and Android devices)

Cookies are \$5 per box! Cookie season ends March 14, 2021! When you buy Girl Scout cookies, you're helping to power new, unique, and amazing experiences for girls. All of the proceeds from cookie sales stay local, in our Girl Scout council, to support Girl Scouting in our area. This includes the portion that goes directly to the troop you purchased cookies from! Cookie Program earnings help troops take memorable trips together, explore the outdoors at Girl Scout camp,

## **Quarterly Report**

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

**Date Aired:** February 14, 2021

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

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

**Duration:** 25-30 minutes

**Organization:** WOMEN'S ECONOMIC VENTURES

**Guests:** Haley Ebert, Program Coordinator,

The Women's Economic Ventures is dedicated to creating an equitable and just society through the economic empowerment of women. WEV provides training, consulting, and loans to help entrepreneurs start, grow, and thrive in business. WEV serves Santa Barbara and Ventura counties. While WEV targets its services toward women, it helps men as well. Services are provided in both English and Spanish.

Since 1991, WEV has provided business training and consulting to more than 19,000 people throughout Santa Barbara and Ventura counties. WEV has made over \$6.4 million in business loans and helped more than 5,000 local businesses start or expand, generating an estimated \$770 million in annual sales and creating nearly 12,000 local jobs. WEV is a U.S. Small Business Administration's Women's Business Center and Microlender, as well as a certified Community Development Financial Institution



## Quarterly Report

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

**Date Aired:** February 21, 2021

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

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

**Duration:** 25-30 minutes

**Organization:** GIRL SCOUT COOKIE PROGRAM

**Guests:** Tammie Helmuth (CEO) Keilani B. Tamalani Barnett, Kathryn Nielsen

The Cookie Program teaches us the 5 skills: goal setting, decision making, money management, people skills, and business ethics. Create Moments of Joy This Cookie Season! There are smiles, purpose, and YUM in every bite! You can find where a troop is selling near you by downloading the Cookie Finder app on your phone or visiting [girlscoutsgcc.org/cookies](http://girlscoutsgcc.org/cookies). Or download the Cookie Finder app to find a booth location near you! (Available for both iOS and Android devices) Cookies are \$5 per box! Cookie season ends March 14, 2021! When you buy Girl Scout cookies, you're helping to power new, unique, and amazing experiences for girls. All of the proceeds from cookie sales stay local, in our Girl Scout council, to support Girl Scouting in our area. This includes the portion that goes directly to the troop you purchased cookies from! Cookie Program earnings help troops take memorable trips together, explore the outdoors at Girl Scout camp,

## Quarterly Report

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

**Date Aired:** February 28, 2021

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

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

**Duration:** 25-30 minutes

**Organization:** GIRL SCOUT COOKIE PROGRAM

**Guests:** Tammie Helmuth (CEO) Keilani B. Tamalani Barnett, Kathryn Nielsen

The Cookie Program teaches us the 5 skills: goal setting, decision making, money management, people skills, and business ethics. Create Moments of Joy This Cookie Season! There are smiles, purpose, and YUM in every bite! You can find where a troop is selling near you by downloading the Cookie Finder app on your phone or visiting [girlscoutsgcc.org/cookies](http://girlscoutsgcc.org/cookies). Or download the Cookie Finder app to find a booth location near you! (Available for both iOS and Android devices) Cookies are \$5 per box! Cookie season ends March 14, 2021! When you buy Girl Scout cookies, you're helping to power new, unique, and amazing experiences for girls. All of the proceeds from cookie sales stay local, in our Girl Scout council, to support Girl Scouting in our area. This includes the portion that goes directly to the troop you purchased cookies from! Cookie Program earnings help troops take memorable trips together, explore the outdoors at Girl Scout camp,

## Quarterly Report

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

**Date Aired:** March 7, 2021

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

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

**Duration:** 25-30 minutes

**Organization:** Community Memorial Health System

**Guests:** CMHS Chief Medical Officer, Dr. Stan Frochtzwaig, COVID-19 vaccines help our bodies develop immunity to the virus that causes COVID-19 without having to be infected with the illness. Different types of vaccines work in different ways to offer protection, but with all types of vaccines, the body is left with a supply of “memory” T-lymphocytes and B-lymphocytes that will remember how to fight that virus if you are infected it in the future. There is currently a limited supply of COVID-19 vaccine available in the United States, but supply will increase in the weeks and months to come. The vaccine supply will be distributed according to the states three-phase plan from the U.S. Centers for Disease Control and Prevention which will initially focus on healthcare workers and first responders.. Upon receiving the COVID-19 vaccine, you may have some side effects, which are normal signs that your body is building protection. These side effects may feel like the flu and might affect your ability but they should go away in just a few days.

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

**Date Aired:** March 14, 2021

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

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

**Duration:** 25-30 minutes

**Organization:** AIDS WALK VENTURA COUNTY

**Guests:** Luis Andrade Board of Directors Diversity Collective Ventura County and Roland Catabona

The Diversity Collective Ventura County is hosting our 7th Annual AIDS Walk Ventura County and Health Fair. To keep in line with County Health Orders and to keep our community safe and healthy, our 5k walk will be virtual this year. Instead of a 1-day event like years past, we are stretching the event over 5 weeks. The goal is to have our virtual walkers to go out and explore the beautiful walking/hiking trails throughout the county and walk, jog, or run a 5k each week of this 5-week campaign. Remember a 5k is only 3.1 miles. The campaign challenge is “5bi5”, a total of 25 kilometers or 15.5 miles over 5 weeks. Completely doable! To make it even more fun this year, we are incorporating a scavenger hunt where participants will post pictures during their walks on their Instagram or Facebook feed and tag Diversity Collective with the hashtags #AIDSWalkVC, #GettingToZero, and #KnowYourStatus. Participants who complete the Scavenger Hunt will get a chance to win some awesome prizes!

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**Date Aired:** March 21, 2021

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

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

**Duration:** 25-30 minutes

**Organization:** Director of Development Interface Children & Family Services

**Guests:** Kelly Brown

211 Ventura County, a program of Interface Children & Family Services, is the comprehensive information and referral service for Ventura County. We connect over 30,000 Ventura County callers and texters each year with information about health and human services available to them. 211 Ventura County phone and text service is available 24 hours a day, 7 days a week. 211 is available in 150 languages through phone interpretation services. Launched on February 11, 2005, 211 Ventura County was the first live 211 in the state of California. Interface added texting to 211 “call or click” services in February 2017, becoming one of few 211s nationwide to offer two-way texting available 24/7 in English and Spanish. 211 Ventura County also provides resources to over 3,000 unique visitors each month through the 211Ventura.org website. During times of disaster, 211 provides incident specific information in coordination with local emergency services, including road closures and shelters both locally and nationwide.

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

**Date Aired:** March 28, 2021

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

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

**Duration:** 25-30 minutes

**Organization:** ASVC 2021

**Guests:** Angie Brinkhoff ED

We have close to 200 free of charge programs planned in 2021. Our mission is to improve the lives of all affected by autism, so the programs cover a lot of different topics from Autism 101, to support groups, to art classes, to college and jobs ... and more. We have a volunteer based resource line so those in need can connect with a parent mentor who can offer resources or help find resources needed. We also have a safety program with our first responders. Our partnership with Oxnard Police Department has grown and during the month of April many will be wearing an autism awareness patch. You will also see ASVC out with OPD at multiple events promoting autism and selling some cool gear. This partnership includes ASVC sponsoring training that certifies emergency responders in recognizing and effectively handling situations that may arise with those with disabilities. (This is followed by caregiver training in both English and Spanish, so caregivers communicate with first responders effectively) We will also be equipping around 30 ambulances in the county with sensory kits so they are also better equipped to help and comfort the neurodiverse population.