

QUARTERLY REPORT FOR
KRUZ
January, February, March – 2020

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 5, 2020

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KVEN/KRUZ

Duration: 25-30 minutes

Organization: EPIC International Summit

Guests: Dr. Steve Ralph

The EPIC Impact Society (501c3) is a community of international professionals, from a cross-pollination of industries, who promote creative leadership, ingenuity and social innovation, through arts, experiential learning and humanitarian engagement. EPIC International Summit is an intimate, 3-day summit designed as a strategic time for global attendees, representing a wide-spectrum of industries to disconnect from digital devices, disrupt the status quo, discover new ideas and grow community. "Creativity and discovery of new insights happen at the intersection of diversity; from entrepreneurs to actors to university deans, the cross-pollination of attendees fosters an environment ripe for unlocking ingenuity The charitable projects are designed to provide beneficial organizational support for charities and municipalities. Collaborative creativity workshops are formulated too.

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: January 12, 2020

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KVEN/KRUZ

Duration: 25-30 minutes

Organization: EPIC International Summit

Guests: Dr. Steve Ralph

The EPIC Impact Society (501c3) is a community of international professionals, from a cross-pollination of industries, who promote creative leadership, ingenuity and social innovation, through arts, experiential learning and humanitarian engagement. EPIC International Summit is an intimate, 3-day summit designed as a strategic time for global attendees, representing a wide-spectrum of industries to disconnect from digital devices, disrupt the status quo, discover new ideas and grow community. "Creativity and discovery of new insights happen at the intersection of diversity; from entrepreneurs to actors to university deans, the cross-pollination of attendees fosters an environment ripe for unlocking ingenuity. The charitable projects are designed to provide beneficial organizational support for charities and municipalities. Collaborative creativity workshops are formulated too.

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: January 19, 2020

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KVEN/KRUZ

Duration: 25-30 minutes

Organization: Girl Scouts of Ventura County

Guests: Tammy CEO and Kailani Scout director

They are 2.6 million strong—1.8 million girls and 800,000 adults who believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)[™] to change the world. Their extraordinary journey began more than 100 years ago with the original G.I.R.L., Juliette Gordon “Daisy” Low. On March 12, 1912, in Savannah, Georgia, she organized the very first Girl Scout troop, and every year since, we’ve honored her vision and legacy, building girls of courage, confidence, and character who make the world a better place. We’re the preeminent leadership development organization for girls. And with programs from coast to coast and across the globe, Girl Scouts offers every girl a chance to practice a lifetime of leadership, adventure, and success. Their Mission Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: January 26, 2020

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KVEN/KRUZ

Duration: 25-30 minutes

Organization: Girl Scouts of Ventura County

Guests: Tammy CEO and Kailani Scout director

They are 2.6 million strong—1.8 million girls and 800,000 adults who believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)[™] to change the world. Their extraordinary journey began more than 100 years ago with the original G.I.R.L., Juliette Gordon “Daisy” Low. On March 12, 1912, in Savannah, Georgia, she organized the very first Girl Scout troop, and every year since, we’ve honored her vision and legacy, building girls of courage, confidence, and character who make the world a better place. We’re the preeminent leadership development organization for girls. And with programs from coast to coast and across the globe, Girl Scouts offers every girl a chance to practice a lifetime of leadership, adventure, and success. Their Mission Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: February 2, 2020

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KVEN/KRUZ

Duration: 25-30 minutes

Organization: Ventura County Behavioral Health program

Guests: Hilary Carson Director & Maya Laos

Ventura County Behavioral Health program The bartenders, from The Shores and sister bar O'Leary's, confided they worry sometimes about regulars. Some patrons shut themselves down, not engaging with anyone. Others engage too much, dominating and escalating every conversation.

Mostly, they talked about the man who came to one of the bars a couple of times week, for a beer or two. He talked about sports and a World Cup wager he made. The story is the kind stirring a new Ventura County Behavioral Health Department prevention program. It's called Bartenders as Gatekeepers.

The concept was conceived from numbers. Of the 95 Ventura County residents who killed themselves in 2018, 77 were men and 34 of them were between the ages of 46 and 70, according to data provided by behavioral health officials. They concluded the people most likely to pursue life-ending action are middle-aged white men.

"Men are not calling for help but they're dying of suicide," said Kiran Sahota, who administers prevention, intervention and other efforts funded by an income tax increase targeting the wealthy and passed by California voters in 2004.

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: February 9, 2020

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KVEN/KRUZ

Duration: 25-30 minutes

Organization: Ventura County Behavioral Health program

Guests: Hilary Carson Director & Maya Laos

Ventura County Behavioral Health program The bartenders, from The Shores and sister bar O'Leary's, confided they worry sometimes about regulars. Some patrons shut themselves down, not engaging with anyone. Others engage too much, dominating and escalating every conversation.

Mostly, they talked about the man who came to one of the bars a couple of times week, for a beer or two. He talked about sports and a World Cup wager he made. The story is the kind stirring a new Ventura County Behavioral Health Department prevention program. It's called Bartenders as Gatekeepers.

The concept was conceived from numbers. Of the 95 Ventura County residents who killed themselves in 2018, 77 were men and 34 of them were between the ages of 46 and 70, according to data provided by behavioral health officials. They concluded the people most likely to pursue life-ending action are middle-aged white men.

"Men are not calling for help but they're dying of suicide," said Kiran Sahota, who administers prevention, intervention and other efforts funded by an income tax increase targeting the wealthy and passed by California voters in 2004.

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: February 16, 2020

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KVEN/KRUZ

Duration: 25-30 minutes

Organization: Health Education at Ventura County Public Health

Guests: Selfa Saucedo, MPH, Director

Ventura County Public Health, Tobacco Policy Program The program educates and informs the community about the negative health effects of tobacco. The program also works to reduce the availability of tobacco to youth and exposure to secondhand smoke in indoor and outdoor environments. 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. Youth use of tobacco products in any form is unsafe. If cigarette smoking continues at the current rate among youth in this country, 5.6 million of today's Americans younger than 18 will die early from a smoking-related illness. That's about 1 in every 13 Americans aged 17 years or younger who are alive today. Research shows us, Teens who vape are 3 times more likely to smoke cigarettes within a year. • A report released by the California Medical Association finds that youth are attracted to sweet flavors and, with the help of targeted marketing, youth are much more likely to try and then continue to use a tobacco product that is flavored. Tobacco flavors like chocolate, strawberry, and bubble gum, 15,500 flavors in all, help mask the harshness of tobacco and lure our kids who have never used tobacco products before into a lifetime of addiction.

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: February 23, 2020

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KVEN/KRUZ

Duration: 25-30 minutes

Organization: Homes with Heart VC

Guests: Rosa Mendez Human services agency

Ventura County Children and Family Services' Homes with Heart VC is the way we connect children temporarily living out of home care with resource families.

With approximately 650 children and youth living in out of home care in Ventura County, resource families who are the caregivers for these children are an integral resource to not only the child but for their biological family as well.

Resource families provide our youth and children with encouragement, support, and motivation, and most importantly love. Children and teens in care depend on a strong support system to help them feel safe and thrive. Having a stable place to live improves confidence and promotes the ability to believe in themselves.

Resource families are one of the most important pathways to Strengthening Ventura County's Families. The name change is due to the outpouring of support from the community who graciously open their homes to youth and children in care, and speaks more genuinely to the mission behind our recruitment to find homes with heart to mentor and support our children, youth and their families.

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: March 1, 2020

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KVEN/KRUZ

Duration: 25-30 minutes

Organization: Homes with Heart VC

Guests: Rosa Mendez Human services agency

Ventura County Children and Family Services' Homes with Heart VC is the way we connect children temporarily living out of home care with resource families.

With approximately 650 children and youth living in out of home care in Ventura County, resource families who are the caregivers for these children are an integral resource to not only the child but for their biological family as well.

Resource families provide our youth and children with encouragement, support, and motivation, and most importantly love. Children and teens in care depend on a strong support system to help them feel safe and thrive. Having a stable place to live improves confidence and promotes the ability to believe in themselves.

Resource families are one of the most important pathways to Strengthening Ventura County's Families. The name change is due to the outpouring of support from the community who graciously open their homes to youth and children in care, and speaks more genuinely to the mission behind our recruitment to find homes with heart to mentor and support our children, youth and their families.

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: March 8, 2020

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KVEN/KRUZ

Duration: 25-30 minutes

Organization: Diversity Collective Ventura County

Guests: Pedro Chavez, Luis Andrade, Richard Catabona Directors

The goal of AIDS Walk Ventura is to raise awareness about HIV and AIDS and to fund Diversity Collective's HIV-AIDS Education and Prevention Program. We will be working closely with the County of Ventura to ensure we fill in the gaps of service here in the county and make a positive impact on how HIV-AIDS affects us locally: AIDS Walk Ventura is a fun, healthy way for friends, families, and teams of co-workers to raise awareness and help to do their part in the fight against HIV & AIDS in Ventura County. The event has a long history in Ventura County and has been hosted by a number of organizations throughout the years. Diversity Collective is proud to bring this event back to Ventura, in partnership with Ventura County Public Health, and with the help of numerous volunteers and sponsors. Together, we can reduce and eventually stop the spread of HIV/AIDS in Ventura County. Diversity Collective Ventura County announces today that the 2020 AIDS Walk Ventura County is becoming virtual! This decision is being made out of an abundance of caution to ensure that we are doing what is needed to keep the residents of Ventura County safe and healthy with the uncertainty around the outbreak of COVID -19.

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: March 15, 2020

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KVEN/KRUZ

Duration: 25-30 minutes

Organization: Health Education at Ventura County Public Health

Guests: Selfa Saucedo, MPH, Director

Ventura County Public Health, Tobacco Policy Program The program educates and informs the community about the negative health effects of tobacco. The program also works to reduce the availability of tobacco to youth and exposure to secondhand smoke in indoor and outdoor environments. 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. Youth use of tobacco products in any form is unsafe. If cigarette smoking continues at the current rate among youth in this country, 5.6 million of today's Americans younger than 18 will die early from a smoking-related illness. That's about 1 in every 13 Americans aged 17 years or younger who are alive today. Research shows us, Teens who vape are 3 times more likely to smoke cigarettes within a year. • A report released by the California Medical Association finds that youth are attracted to sweet flavors and, with the help of targeted marketing, youth are much more likely to try and then continue to use a tobacco product that is flavored. Tobacco flavors like chocolate, strawberry, and bubble gum, 15,500 flavors in all, help mask the harshness of tobacco and lure our kids who have never used tobacco products before into a lifetime of addiction.

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: March 22, 2020

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KVEN/KRUZ

Duration: 25-30 minutes

Organization: Health Education at Ventura County Public Health

Guests: Selfa Saucedo, MPH, Director

Ventura County Public Health, Tobacco Policy Program The program educates and informs the community about the negative health effects of tobacco. The program also works to reduce the availability of tobacco to youth and exposure to secondhand smoke in indoor and outdoor environments. 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. Youth use of tobacco products in any form is unsafe. If cigarette smoking continues at the current rate among youth in this country, 5.6 million of today's Americans younger than 18 will die early from a smoking-related illness. That's about 1 in every 13 Americans aged 17 years or younger who are alive today. Research shows us, Teens who vape are 3 times more likely to smoke cigarettes within a year. • A report released by the California Medical Association finds that youth are attracted to sweet flavors and, with the help of targeted marketing, youth are much more likely to try and then continue to use a tobacco product that is flavored. Tobacco flavors like chocolate, strawberry, and bubble gum, 15,500 flavors in all, help mask the harshness of tobacco and lure our kids who have never used tobacco products before into a lifetime of addiction.

Quarterly Report

Program/Segment: Cumulus Cares with Steve Perez

Date Aired: March 29, 2020

Time: 5:30 a.m.

Stations: KHAY/KBBY/KVYB/KVEN/KRUZ

Duration: 25-30 minutes

Organization: Health Education at Ventura County Public Health

Guests: Selfa Saucedo, MPH, Director

Ventura County Public Health, Tobacco Policy Program The program educates and informs the community about the negative health effects of tobacco. The program also works to reduce the availability of tobacco to youth and exposure to secondhand smoke in indoor and outdoor environments. 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. Youth use of tobacco products in any form is unsafe. If cigarette smoking continues at the current rate among youth in this country, 5.6 million of today's Americans younger than 18 will die early from a smoking-related illness. That's about 1 in every 13 Americans aged 17 years or younger who are alive today. Research shows us, Teens who vape are 3 times more likely to smoke cigarettes within a year. • A report released by the California Medical Association finds that youth are attracted to sweet flavors and, with the help of targeted marketing, youth are much more likely to try and then continue to use a tobacco product that is flavored. Tobacco flavors like chocolate, strawberry, and bubble gum, 15,500 flavors in all, help mask the harshness of tobacco and lure our kids who have never used tobacco products before into a lifetime of addiction.