

QUARTERLY REPORT FOR  
**KRUZ**  
April, May, June – 2020

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:** April 5, 2020

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

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

**Duration:** 25-30 minutes

**Organization:** Vista Del Mar Hospital

**Guests:** CEO Jennifer Myhuis & Maya Lazos

Vista del Mar Hospital is committed to providing quality behavioral health care to the patients and communities that we serve. Our doctors, nurses, clinical staff and administration, we welcome you to Vista del Mar Hospital. Two kinds of tests are available for COVID-19: viral tests and antibody tests. Admitting yourself or a loved one to a behavioral healthcare hospital is difficult. We understand and want you to know that we care – and it is our goal to provide a safe and caring environment to meet your mental health needs.

At Vista del Mar Hospital, we offer both inpatient and outpatient programs for adolescents and adults. The hospital specializes in both stabilization and intensive treatment for mental health and/or substance use concerns. In addition, they provide comprehensive outpatient services, including the Adult Partial Hospitalization Program, Adolescent/Adult Intensive Outpatient Program and the expanding Adolescent Vista Day Program to treat adolescents while maintaining academic responsibilities. The hospital also serves the military community with evidence-based therapies for active-duty military, veterans and their families.

## Quarterly Report

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

**Date Aired:** April 12, 2020

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

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

**Duration:** 25-30 minutes

**Organization:** Vista Del Mar Hospital

**Guests:** CEO Jennifer Myhuis & Maya Lazos

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## Quarterly Report

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

**Date Aired:** April 19, 2020

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

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

**Duration:** 25-30 minutes

**Organization:** FOOD SHARE 2020

**Guests:** President & CEO Monica White

Since 1978, Food Share has been feeding the hungry in Ventura County. It all began when eight friends banded together to provide food to those in need under a bridge in Ventura, CA. The early philanthropic movement started in a family garage, quickly outgrew a donated fire station in Saticoy and now operates in Oxnard, CA with two warehouses with a combined 36,000 square feet.

Today, staff and volunteers distribute more than 13 million pounds of food, or nearly 12 million meals annually through its 190 pantry and program partners. As Ventura County's regional food bank, Food Share provides food for over 75,000 hungry friends and neighbors monthly. Food Share is a member of Feeding America, the nation's largest hunger-relief network of food banks, as well as the California Association of Food Banks.

A 501(c)3 non-profit organization, Food Share is a member of the Feeding America network, the nation's largest hunger-relief organization.

## Quarterly Report

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

**Date Aired:** April 26, 2020

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

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

**Duration:** 25-30 minutes

**Organization:** FOOD SHARE 2020

**Guests:** President & CEO Monica White

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Today, staff and volunteers distribute more than 13 million pounds of food, or nearly 12 million meals annually through its 190 pantry and program partners. As Ventura County's regional food bank, Food Share provides food for over 75,000 hungry friends and neighbors monthly. Food Share is a member of Feeding America, the nation's largest hunger-relief network of food banks, as well as the California Association of Food Banks.

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## Quarterly Report

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

**Date Aired:** May 3, 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:** May 10, 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

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## Quarterly Report

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

**Date Aired:** May 17, 2020

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

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

**Duration:** 25-30 minutes

**Organization:** Ventura County Human Services Agency

**Guests:** Communications Manager Canniff, Marleen

May is Older Americans month. This was designated to celebrate the contributions that older adults make to our community. This year's theme is Make Your Mark, which highlights the difference everyone can make in the lives of older adults.

One thing we can all do to protect older adults is to protect them from Elder Abuse and Neglect, which may take the form of financial and physical abuse, neglect and self-neglect. If you are concerned about an older adult in Ventura County you can make a report to the Elder Abuse Hotline 24/7 at 805-654-3200. "Be honorable, protect the vulnerable."

According to the National Council on Aging, approximately 1 in 10 Americans aged 60+ has experienced some form of elder abuse. It is estimated that every year 5 million older adults are victims of abuse. One study estimated that only 1 in 14 cases of abuse are reported to authorities.

Last year in Ventura County, Adult Protective Services responded to 5,000 reports of vulnerable adult abuse, neglect and self-neglect. If you have concerns about an older or an adult with disabilities in Ventura County,



## Quarterly Report

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

**Date Aired:** May 24, 2020

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

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

**Duration:** 25-30 minutes

**Organization:** Nami Walks Your Way

**Guests:** Team Captain Maya Lazos & Program Manger Roberta

NAMI Walks is going to be a little different this year. We're not canceling it – we wouldn't think of it when our collective mental health needs are at their greatest. NAMI's programs and advocacy are needed more than ever, and with your help, we are pleased to present a walk for our times, NAMI Walks Your Way Ventura County: A Virtual Event on May 30.

NAMI Walks will be a virtual experience and joined by NAMI Walks across the country. NAMI Walks Your Way means what it sounds like: participants get to make NAMI Walks their own. You can walk a 5K—through your neighborhood, around your backyard, on your treadmill. Or you can do something else meaningful and fun to celebrate our virtual walk day. NAMI is the National Alliance on Mental Illness, the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. As a leading voice in the mental health community, NAMI can help journalists and thought leaders shape their messages by providing knowledgeable spokespeople, statistics and personal stories of people living with mental illness.

## Quarterly Report

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

**Date Aired:** May 31, 2020

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

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

**Duration:** 25-30 minutes

**Organization:** Ventura County Human Services Agency

**Guests:** Communications Manager Canniff, Marleen

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## Quarterly Report

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

**Date Aired:** June 7, 2020

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

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

**Duration:** 25-30 minutes

**Organization:** TENDER LIFE ANNUAL WALK

**Guests:** EXECUTIVE DIRECTOR JIM DURAN

The Tender Life Maternity Home 2020 Annual Fundraiser Walk is upon us. We are walking to raise money to fund our maternity home. All funds raised will be used to provide shelter and related expenses. Where this money is really going, if we're honest, is the purchase of opportunities. Opportunities for these women to learn coping skills, life skills and resume skills – among many other things. These skills will allow these women to provide a better life for their children. It will help them to meet life's challenges the right way – with prayer and positivity. Our focus turns outward to a world of people who really need what God offers. So, we intentionally share the love of God with people who have never come into a relationship with Him. We invite others to join us. We serve those who are hurting or in need. In our church. At our work. In our schools. Around our neighborhoods. We are a part of what God is doing globally to relieve suffering and hopelessness and bring the gospel to those who have never heard. We describe all of this as engaging the world.

## Quarterly Report

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

**Date Aired:** June 14, 2020

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

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

**Duration:** 25-30 minutes

**Organization:** TENDER LIFE ANNUAL WALK

**Guests:** EXECUTIVE DIRECTOR JIM DURAN

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## Quarterly Report

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

**Date Aired:** June 21, 2020

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

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

**Duration:** 25-30 minutes

**Organization:** TENDER LIFE ANNUAL WALK

**Guests:** EXECUTIVE DIRECTOR JIM DURAN

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## Quarterly Report

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

**Date Aired:** June 28, 2020

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

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

**Duration:** 25-30 minutes

**Organization:** TENDER LIFE ANNUAL WALK

**Guests:** EXECUTIVE DIRECTOR JIM DURAN

The Tender Life Maternity Home 2020 Annual Fundraiser Walk is upon us. We are walking to raise money to fund our maternity home. All funds raised will be used to provide shelter and related expenses. Where this money is really going, if we're honest, is the purchase of opportunities. Opportunities for these women to learn coping skills, life skills and resume skills – among many other things. These skills will allow these women to provide a better life for their children. It will help them to meet life's challenges the right way – with prayer and positivity. Our focus turns outward to a world of people who really need what God offers. So, we intentionally share the love of God with people who have never come into a relationship with Him. We invite others to join us. We serve those who are hurting or in need. In our church. At our work. In our schools. Around our neighborhoods. We are a part of what God is doing globally to relieve suffering and hopelessness and bring the gospel to those who have never heard. We describe all of this as engaging the world.