



KMYT-TV (My41), Tulsa, OK
Cox Television Tulsa, LLC

Quarterly Issues/Program List

3rd Quarter 2020

KMYT-TV provides its viewers with News, and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- Weather
- Municipal Issues
- Education
- Health
- Food Scarcity

This report contains a representative example of the issue-responsive programming aired on the station. For more information about the station's issue-responsive programming, please contact the station directly.



KMYT-TV My41 - PSA Spots Aired - 3rd Quarter 2020 - Weather

Organization	PSA Title	Subject Matter	Spot Length	Number of Airings
Ad Council / FEMA	Prepared Not Scared	talk with your family about being prepared for natural disasters	:30	23
Ad Council / U.S. Forest Service	Connected	discover the forest	:30	20
Ad Council / U.S. Forest Service	Kayak	discover the forest	:30	27
Ad Council / U.S. Forest Service	Lake Trail	discover the forest	:30	14
Ad Council / U.S. Forest Service	Mountain Trail	discover the forest	:30	15
Ad Council / U.S. Forest Service	Smokey - Betty White	learn how to prevent wildfires	:30	7

KMYT-TV My41 - PSA Spots Aired - 3rd Quarter 2020 - Municipal Issues

Organization	PSA Title	Subject Matter	Spot Length	Number of Airings
Ad Council / Adopt US Kids	Suitcase	adopting kids from foster care	:30	29
Ad Council / The Shelter Pet Project	Anthem	adopt pets from animal shelters	:30	4
Ad Council / The Shelter Pet Project	Logan	adopt pets from animal shelters	:30	6
Ad Council / The Shelter Pet Project	Olivia	adopt pets from animal shelters	:30	5
Ad Council / The Shelter Pet Project	Rachel	adopt pets from animal shelters	:30	5
Ad Council / The Shelter Pet Project	Sand	adopt pets from animal shelters	:30	7
Boys & Girls Clubs of America	BGCA Door Rev HD	support Boys & Girls Clubs of America	:15	2
Boys & Girls Clubs of America	BGCA Door Rev HD	support Boys & Girls Clubs of America	:30	11
Boys & Girls Clubs of America	BGCA Door Rev HD	support Boys & Girls Clubs of America	:60	144

KMYT-TV My41 - PSA Spots Aired - 3rd Quarter 2020 - Education

Organization	PSA Title	Subject Matter	Spot Length	Number of Airings
Ad Council / Because of You	Because of You	understanding the positive or negative impact you have on the lives of others	:30	28
Ad Council / Because of You	Next Level	understanding the positive or negative impact you have on the lives of others	:30	9
Ad Council / She Can STEM	Lucianne	encouraging girls to pursue interests in science, technology, engineering, and math	:30	30
Ad Council / She Can STEM	Tiera	encouraging girls to pursue interests in science, technology, engineering, and math	:30	30
CommunitiesInSchools.org	Communities in Schools	meeting kids' basic needs in schools to keep them coming back	:30	61
Folds of Honor	Operation Oklahoma	funding scholarships for spouses and children of America's fallen and disabled service members	:30	4
Tulsa Regional STEM Alliance	Stemtember Week 1	Get free "STEM in a Bag" kits for kids	:30	27
Tulsa Regional STEM Alliance	Stemtember Week 2	Free online STEM teacher night	:30	12
Tulsa Regional STEM Alliance	Stemtember Week 3	Free STEM educational videos online	:30	13
Tulsa Regional STEM Alliance	Stemtember Week 4	Free virtual "Back to School" STEM night	:30	49
Tulsa Regional STEM Alliance	TRSA Austin Bailey	highlighting careers in science, technology, engineering, and math	:30	26
Tulsa Regional STEM Alliance	TRSA Megan McClellan	highlighting careers in science, technology, engineering, and math	:30	29
Tulsa Regional STEM Alliance	TRSA Michael Seger	highlighting careers in science, technology, engineering, and math	:30	24

KMYT-TV My41 - PSA Spots Aired - 3rd Quarter 2020 - Health

Organization	PSA Title	Subject Matter	Spot Length	Number of Airings
Ad Council / American Foundation for Suicide Prevention	Awkward Silence	reach out to friends who might be struggling with mental health	:60	43
Ad Council / American Foundation for Suicide Prevention	What Gets You Talking	reach out to friends who might be struggling with mental health	:30	11
Ad Council / Autism Speaks	Julia	learning the signs of autism	:15	1
Ad Council / Autism Speaks	Julia	learning the signs of autism	:30	11
Ad Council / Fatherhood.gov	Dance Like a Dad - Keenan Allen	Make a moment. #DanceLikeADad	:30	7
Ad Council / Fatherhood.gov	Kitchen	Make a moment. #DanceLikeADad	:30	7
Ad Council / Fatherhood.gov	Worm	Make a moment. #DanceLikeADad	:30	8
Ad Council / Keep America Beautiful	Changes	encouraging recycling	:30	7
Ad Council / Project Yellow Light	First Domino	don't text and drive	:30	6
Ad Council / Project Yellow Light	Phone Down	don't text and drive	:30	7
Ad Council / Project Yellow Light	The Text	don't text and drive	:30	25
FOX Broadcasting Company	#WearYourMask	encouraging the wearing of masks in public to curb the spread of COVID-19	:20	47
Leukemia & Lymphoma Society	WWE Superstar Roman Reigns	LLS commitment to curing childhood cancer	:15	10
Leukemia & Lymphoma Society	WWE Superstar Roman Reigns	LLS commitment to curing childhood cancer	:30	31
Leukemia & Lymphoma Society	WWE Superstar Roman Reigns	LLS commitment to curing childhood cancer	:60	1
St. Jude Children's Research Hospital / K95.5 / FOX23	St. Jude Walk-Run 2020	encouraging participation in a virtual walk to raise money for the treatment and research of childhood cancer	:30	66

KMYT-TV My41 - PSA Spots Aired - 3rd Quarter 2020 - Food Scarcity

Organization	PSA Title	Subject Matter	Spot Length	Number of Airings
Ad Council / Feeding America	Coronavirus - Growing Need	encouraging donations to food banks	:30	8
Ad Council / Feeding America	Feed the Love	help end hunger in our communities	:30	11
Ad Council / Feeding America	Teacher (localized for Tulsa)	help end childhood hunger	:30	24
Ad Council / Natural Resources Defense Council	Junk Food	don't waste food	:30	31



3rd Quarter Report 2020
Station: KMYT-TV My41

HOW WE SERVE OUR LOCAL COMMUNITY:

FOX23 News Programming: At times when FOX network programming preempts our local FOX23 News broadcast (e.g. an evening football game on FOX that preempts our 9p FOX23 newscast), My41 broadcasts our local newscast at its regularly scheduled time, keeping our viewers up to date on local news and weather that affects them and their families.

Partnership with the Ad Council - On-air PSA campaign in cooperation with the Ad Council.

Station Tours - Tours of our facility and newsroom are given regularly to school groups and any interested people in the community.

Amber Child Abduction - participants.

EAS- participants.

Children's Programming- 3 hours per week

Severe Weather Coverage:

My41 runs weather alert tickers from FOX23 News during periods of severe weather. When there is a tornado warning in the Tulsa metro area, My41 also simulcasts weather cut-ins produced by FOX23 News. FOX23 News is committed to being on-air and online, giving the latest conditions as severe weather moves into the KOKI-TV/KMYT-TV viewing area.