



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

Quarterly Issues/Program List

4th 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 - 4th 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	15

KMYT-TV My41 - PSA Spots Aired - 4th 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	23
Ad Council / Fatherhood.gov	Dance Like a Dad - Keenan Allen	Make a moment. #DanceLikeADad	:30	11
Ad Council / Fatherhood.gov	Kitchen	Make a moment. #DanceLikeADad	:30	13
Ad Council / Fatherhood.gov	Worm	Make a moment. #DanceLikeADad	:30	12
Ad Council / Keep America Beautiful	Changes	encouraging recycling	:30	18
Ad Council / The Shelter Pet Project	Anthem	adopt pets from animal shelters	:30	8
Ad Council / The Shelter Pet Project	Logan	adopt pets from animal shelters	:30	10
Ad Council / The Shelter Pet Project	Olivia	adopt pets from animal shelters	:30	10
Ad Council / The Shelter Pet Project	Rachel	adopt pets from animal shelters	:30	11
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	:60	165

KMYT-TV My41 - PSA Spots Aired - 4th Quarter 2020 - Education

Organization	PSA Title	Subject Matter	Spot Length	Number of Airings
Ad Council / Because of You	Next Level	understanding the positive or negative impact you have on the lives of others	:30	7
Ad Council / She Can STEM	Lucianne	encouraging girls to pursue interests in science, technology, engineering, and math	:30	9
Ad Council / She Can STEM	Tiera	encouraging girls to pursue interests in science, technology, engineering, and math	:30	8
CommunitiesInSchools.org	Communities in Schools	meeting kids' basic needs in schools to keep them coming back	:30	76
Tulsa Regional STEM Alliance	TRSA Austin Bailey	highlighting careers in science, technology, engineering, and math	:30	23
Tulsa Regional STEM Alliance	TRSA Megan McClellan	highlighting careers in science, technology, engineering, and math	:30	25
Tulsa Regional STEM Alliance	TRSA Michael Seger	highlighting careers in science, technology, engineering, and math	:30	24

KMYT-TV My41 - PSA Spots Aired - 4th 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	22
Ad Council / American Foundation for Suicide Prevention	What Gets You Talking	reach out to friends who might be struggling with mental health	:30	19
Ad Council / Autism Speaks	Julia	learning the signs of autism	:30	21
Ad Council / CDC / AMA	No Time for Flu	Get a flu shot	:30	13
Ad Council / CDC	Forward	COVID-19 prevention. Masks, distance, wash hands. Let's move forward together.	:30	12
Ad Council / CDC	You Will See Me - Musicians	COVID-19 prevention. Wear a mask for yourself and your community.	:30	7
Ad Council / Project Yellow Light	First Domino	don't text and drive	:30	11
Ad Council / Project Yellow Light	Phone Down	don't text and drive	:30	10
Ad Council / Project Yellow Light	The Text	don't text and drive	:30	23
American Cancer Society	Making Strides Against Breast Cancer 2020	encouraging participation in a virtual walk to raise money for the treatment and research of breast cancer	:30	74
American Cancer Society	Protect Our Family	During COVID-19 pandemic, help keep vital resources available to cancer patients.	:30	1
American Red Cross	Holiday Blood Drive 2020	encouraging people to donate blood during a special holiday blood drive	:30	80

FOX Broadcasting Company	#WearYourMask	encouraging the wearing of masks in public to curb the spread of COVID-19	:20	3
Leukemia & Lymphoma Society	Light the Night 2020	encouraging participation in a virtual walk to raise money for the treatment and research of blood cancers	:30	30
Leukemia & Lymphoma Society	WWE Superstar Roman Reigns	LLS commitment to curing childhood cancer	:30	5

KMYT-TV My41 - PSA Spots Aired - 4th 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	Teacher (localized for Tulsa)	help end childhood hunger	:30	24



4th Quarter Report 2020
Station: KMYT-TV My41

HOW WE SERVE OUR LOCAL COMMUNITY:

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

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.