

*Celebrating 81 years as the Voice and Advocate for Broadcast Radio and its Digital Platforms
in Southern California*

MEDIA ALERT

SoCal Radio Stations To Commemorate The One-Year Anniversary of Kobe Bryant's Tragic Death

Los Angeles, CA January 22, 2021 - To commemorate the one-year anniversary of Kobe Bryant's tragic death, all Southern California Broadcasters Association member radio stations will air a 24-second moment of silence on **Tuesday, January 26 at 9:45 a.m.** local time – coinciding with the time the helicopter carrying Bryant, his daughter Gianna and seven others crashed in Agoura Hills, CA one year ago.

Following the moment of silence, which represents Bryant's infamous jersey number with the Los Angeles Lakers, participating stations will play the attached audio montage tribute, which highlights some of the raw emotion from news reporters, NBA coaches, players and friends following his death.

"A year ago, this tragic event shocked us as a community and each of us felt grief over the loss of Kobe and the others in our own private way," said Miles Sexton, President of the Southern California Broadcasters Association. "The member radio stations of the Southern California Broadcasters Association want to help our community remember those lost and pay loving tribute to Kobe Bryant. This simultaneous radio broadcast of an audio tribute and memorial is not only a way to honor the memory of Kobe and the others, but an opportunity to bring our community together at a time we desperately need unity."

ABOUT SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION

The Southern California Broadcasters Association is a trade organization, celebrating its 81st year of continuous operations and founded in 1937, that serves the radio and advertising industries. Its goal is to make advertisers aware of the power, reach, and value of broadcast radio as an important part of all media strategies targeting Southern Californians. In addition to marketing presentations, the SCBA provides market and data research, member station sales training, community outreach, scholarship funds, speaking engagements, political lobbying, client and agency consultation, and interaction with state representatives and industry press.

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