

Noticing Campaign FAQ
August 31, 2020

1. What is the purpose of the noticing campaign ads, and where are they running?

The national organization is implementing a multimedia advertising campaign to ensure that victims of past abuse in Scouting can come forward and apply for compensation from a proposed Trust. To reach as many victims as possible, the campaign includes print, television, social media, digital and radio advertising. This effort underscores BSA's commitment to the dual objectives of the bankruptcy proceeding: equitably compensate victims of past abuse and continue the mission of Scouting. The BSA believes victims and supports them, and this campaign is part of our ongoing efforts to encourage them to come forward.

2. Why is the BSA launching this advertising campaign now?

The BSA's ads inform victims that they must file a claim by the November 16, 2020 deadline set by the court. By starting this advertising campaign months in advance of the filing deadline, we are ensuring that victims have the required legal notice with enough time to come forward to file a claim.

3. What should I tell my friends/family/neighbors who see these ads and ask about what's happening with the BSA?

You can provide the following information to anyone who asks about these advertisements:

- Scouting is safer than ever before, and we estimate that 90% of pending and asserted claims are related to abuse from 30 or more years ago.
- The BSA believes that any incident of child abuse is one too many and regrets that youth safety measures weren't always in place or weren't always enough.
- The BSA takes youth protection extremely seriously and has in place multilayered safeguards against abuse, including mandatory youth protection training and criminal background checks for all volunteers and staff, as well as expert-informed policies designed to keep kids in Scouting safe.
- Scouting will continue for many years to come.

4. Who is the BSA trying to reach with these ads?

The noticing campaign is primarily targeted at men over age 50 – the primary group of people who may have been past victims of abuse in Scouting.

5. How are these advertisements different from advertisements being run by law firms?

Some attorneys are running ads soliciting victims, so they can represent them in the BSA's bankruptcy case. These ads are not associated with the BSA's noticing campaign.

The BSA's noticing campaign is intended to ensure that we reach as many victims as possible, so they can come forward and apply for compensation from a proposed Trust. It is important for people who care about Scouting to understand that, beyond being an important legal component of the bankruptcy proceeding, the BSA's advertisements reflect our belief that all victims should be equitably compensated for past abuse in Scouting. We have encouraged victims to come forward and will continue to do so.

6. How long will these advertisements run?

The advertisements will run through September into early October.

7. How can victims of past abuse in Scouting come forward and file a claim?

We care deeply about all victims of child abuse and sincerely apologize to anyone who was harmed during their time in Scouting. We believe victims, we support them, and we encourage them to come forward. Victims can get the information they need to file a claim at www.OfficialBSAClaims.com. Anyone with questions may contact our dedicated restructuring hotline at 1- 866-907-BSA1 or visit www.OfficialBSAClaims.com.

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