



For Immediate Release

NATIONAL MEDIA SURVEY RECOGNIZES “SWASHBUCKLERS” AS BEST PSA ADVERTISEMENT

October 28, 2009 – Washington, DC – U.S. Media Directors have recognized The Church of Jesus Christ of Latter-Day Saint’s *Swashbucklers* Public Service Announcement as the best television PSA campaign in the National Media Survey of Television Community Service Directors. The survey is conducted by Noral Group International, Inc, and captures insights into best practices in public service advertising from the decision-makers who select the PSAs that get aired in local markets.

Swashbucklers vividly portrays a man and young boy in a 16th century setting, engaged in a skillful sword fight against evil villains, battling to protect a princess. The exhilarating escapade is briefly interrupted to reveal the duo as a modern-day father and son, wrapped up in a healthy game of fantasy. The PSA, created as part of the Church’s 30-year Homefront series, stresses the importance of fatherhood, and aims to help strengthen families by encouraging them to spend time together.

“We are thrilled with this honor and extremely pleased that stations across the country saw the value of the *Swashbucklers* Homefront Public Service Announcement, and are still willing to air value-centered messages that help us each be better people,” said Stephen B. Allen, Managing Director of the Missionary Department at the Church of Jesus Christ of Latter-day Saints.

“*Swashbucklers* acknowledges the vital role parents play, and in this case fathers, taking time from their busy schedules to focus on their children. We thank the stations for airing these types of messages.”

With numerous PSAs to select from, *Swashbucklers* was recognized by community service directors for its relevance, high production quality, and exceptional combination of excitement, humor, and warmth. “The *Swashbucklers* PSA had a great message about parents spending quality-family time with their children,” said Jana Gordon of WAVY-TV, Portsmouth, VA’s NBC affiliate. “It was incredibly well-produced and the concept was so different than many of the other PSAs the station receives. I really enjoyed sharing that message with our viewers.”



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Eva Kasten, President and Founder of Noral Group International, Inc, said, "Media directors, in selecting this PSA, are recognizing that there is no more relevant issue in their communities than their children and families. In the words of one, 'good people start with good parents.' We are very pleased to celebrate this spot for so cleverly elevating parenting skills as a priority issue in our communities and our country."

To view the *Swashbucklers* PSA, visit <http://homefront.bonneville.com/current.htm>.

Spot Title: "Swashbucklers"
Agency: Bonneville Communications
General Manager: Gregg Garber
Chief Creative Officer: Curt Dahl
Account Director: Brandon Burton
Creative Director: Curt Dahl
Writer: Steve Wunderli
Executive Producer: Adam Abel
Production Company/Location: Go Films / LDS AV
Director: Ryan Little
Director of Photography: Geno Salvatori
Editor (Person & Company): Shane Johnson - Headwires
Music Sound Design: J Bateman

About Noral Group International, Inc.

Noral Group International, Inc. is a research-based public service advertising and social marketing firm in Washington, DC. With unique knowledge and a ten-year proven track record, Noral delivers results for clients in the government, non-profit and commercial sectors who value change for the public good.

About the Church of Latter Day Saints

The Church of Jesus Christ of Latter-day Saints was founded in 1830. It is currently the fourth largest church in the United States with a worldwide membership of more than 13.5 million. Its doctrine is centered in the teachings of Jesus Christ. The Church is recognized for its strong emphasis on strengthening the family, missionary work and humanitarian service through a qualified lay ministry.

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