

Sample public service announcement (psa)

Adults and teenagers interested in learning to dance (or improving their partnership skills) are invited to participate in dance lessons from _____(time)___ on _____ evenings (_____ dates or beginning date _____). The _____-hour lessons providing proven, carefully-sequenced instruction will be taught by _____, who _____ (credentials) _____.

The “Walk In, Dance Out” lessons are sponsored by _____ as a celebration of International Dance Day (April 29) __ (or whatever fits situation) _____ which encourages dancing by everyone for the health benefits it provides.

Dancers can expect to dance one rhythm after the first lesson (they walk in and dance out)! After the series of lessons they can dance five popular rhythms. Additionally, written notes are available free online at home.csulb.edu/~kwest/wido/wi-do.html to supplement the group instruction to enhance learning!

The series of three lessons will be held at _____ (address details) _____; check in starts at _____ pm). Enhance your life and enjoy the companionship of others by joining in this wonderful activity!

For more information or to register, please call _____.

(Modify above to reflect your situation. Send to local newspapers and other media, such as radio and TV, which provide public service announcements.)