



2026-2027 ESA (Environmental Service Announcement) PSA Contest for High School

Horry County Solid Waste Authority

ESA Submission Due: Friday, December 18, 2026

To engage high school students in promoting environmental stewardship through creative media. Students will research, script, and produce one PSA (video, audio, or poster format) that raise awareness about recycling, waste reduction, and sustainability in their communities. Winners, a team of up to four students, will receive media coverage, recognition as well as a prize package to include an electronic reading device, and PSA sent to multiple media outlets.

To ensure that your application is reviewed and processed as quickly and accurately as possible, please read and follow these procedures and eligibility requirements as written:

Procedures

- Complete entire application and enclose all items requested in the requirements.
- Include the applicant's team name and address on each attachment.
- Submit all attachments with the application form to ensure that all items are available for review at the same time.
- Send completed application to: education@solidwasteauthority.org or mail to Horry County Solid Waste Authority, Attn: Public Education, P.O. Box 1664, Conway, SC 29528-1664.
- **Deadline:** Be advised that only those applications postmarked on or before **Friday, December 18, 2026** will be considered.
- Be advised that applications become the property of the Horry County Solid Waste Authority and will not be returned to the applicant(s).
- Please understand that submitting this application is in no way a guarantee that your submission will be broadcast.
- The SWA Selection Committee reserves the right to reject any and all submissions.

Eligibility Requirements

All applicants must:

1. Be a high school student (9th-12th grader), attending a public school in Horry County.
2. Entries can be individual or team-based (up to 4 members).

Solid Waste Authority Board Meeting

If you are selected as the winner, you may be asked to attend the January 2027 and/or February 2027 SWA Board Meeting. Times will be discussed with you.

Submission Requirements

- A PSA (15–30 seconds long for video/audio, or one digital poster).
- PSA Format: Royalty-free video, audio, animation, or digital graphic PSA
- Audio clarity: Voices/music clearly audible

The Horry County Solid Waste Authority does not discriminate based on sex, race, ethnic background, disability or religion.

- Visual clarity: Legible text, steady footage, readable captions
- Language: School-appropriate, inclusive, non-offensive
- Please answer the following question in your own words (no AI assistance) and provide a short written statement (150–250 words) describing the message, target audience, and environmental impact goal for PSA.

“What inspired your PSA, and what message do you want people to take away about recycling or environmental awareness?”

Applicant's Information (if part of a team, each member needs to complete this page)

Team Name (if applicable): _____

Applicant's Name: _____

Home Number: _____ Mobile Number: _____

Email Address: _____

Name of parent or guardian: _____

School Information

Name of High School: _____

School Address / Telephone: _____

Project Teacher / Email: _____

Project Teacher Endorsement / Signature: _____

Signature

By signing below, I confirm that all information and statements on this form are true and correct. I grant permission to the Horry County Solid Waste Authority to use my image/likeness and submission in media outlets.

Signature of Applicant Date

I have read this application, and it has my approval.

Signature of Parent/ Guardian Date