

For Immediate Release

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Media Release

Pruitt Named Communicator of the Year

Office of
Communications

Anita W. Huggins, M.Ed.
Superintendent of Schools

Michelle A. Mills
Associate of Communications

Charleston, SC - Andy Pruitt, Director of Communications for Charleston County School District (CCSD), was named the 2025 SC/NSPRA Communicator of the Year. He was nominated by Julie Putnam, Director of Web and Media Services for Kershaw County School District, and SCNSPRA President. Pruitt received the honor in a surprise presentation attended by members of CCSD's Communications Division. The award was presented by Putnam and President-Elect Toni Chewning.

Each year, SCNSPRA recognizes one outstanding school communications professional who exemplifies leadership, integrity, and excellence in the field of school public relations. The Communicator of the Year Award is the chapter's highest individual honor.

"Andy's dedication goes beyond just sharing information; he builds trust," said Michelle Mills, CCSD's Associate of Communication. "He approaches his work with integrity, making sure every message is thoughtful and meaningful. His ability to communicate in a way that connects with different audiences, from parents to community leaders, makes a positive difference in our district."

As Director of Communications for Charleston County School District (CCSD) and a dedicated SCNSPRA Board member, Andy is a strategic, ethical, and highly skilled communicator whose work strengthens public education across South Carolina. His ability to craft compelling narratives, manage crisis communications with poise, and build credibility with diverse audiences makes him an ideal candidate for the 2025 SCNSPRA Communicator of the Year.

For Andy, school communication is about more than messaging, it's about mission. He sees his role in education the same way teachers and administrators see theirs: as a higher purpose.

"I think the way I look at this job is it's a calling, just like the teachers and administrators in our buildings would say that what they're doing is a calling," he explained. "Because it's just like what we have going on in the schools, this is not an easy job."

This deep sense of responsibility drives his work, ensuring CCSD's message is clear, its stakeholders are engaged, and its students and staff are celebrated. Andy understands that "schools don't exist to market themselves; they exist to educate

our children,” and he sees it as his duty to bridge that gap, proactively gathering and sharing authentic, meaningful stories that highlight the power of public education.

As the primary media contact for CCSD, Andy is widely respected for his professionalism and credibility. He knows that strong school communications require transparency, accuracy, and careful messaging—and he holds himself to the highest standard.

“The words that I use are carefully chosen,” he said. “When I do engage the media, I’m not presenting an opinion; I’m presenting the information as is.”

His fact-based approach, especially in high-stakes situations, has built trust with journalists, district leadership, and the community. He describes his role as “answering the tough questions when they need to be answered” while also ensuring that “reporters and media outlets have the information they request, setting up interviews with decision-makers, and highlighting our district—specifically our schools, our students, and our staff—in a positive way.”

For more information, contact the Office of Communications at (843) 937-6303.

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About the Charleston County School District

Charleston County School District (CCSD) is a nationally accredited school district committed to providing equitable and quality educational opportunities for all its students. CCSD is the second-largest school system in South Carolina and represents a unique blend of urban, suburban, and rural schools spanning 1,300 square miles along the coast. CCSD serves approximately 50,000 students in 88 schools and specialized programs.

CCSD offers a diverse portfolio of educational options and specialized programs delivered to the students of CCSD through neighborhood, magnet, IB (international baccalaureate), Montessori, and charter schools and programs. Rich educational opportunities for students include programs in science, technology, engineering, and mathematics (STEM); music and other creative and performing arts; career and technical preparation programs; military; dual credit; and many more.