



Charleston County School District
Office of Communications
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Media Release



Alfäre Silva
 Nutrition Services Officer

CCSD Welcomes Emmy Award-Winning Journalist **Alfare S.B. Silva**

Charleston, SC (March 30, 2026) - Charleston County School District (CCSD) announces the appointment of Alfäre S.B. Silva as Strategic Communications Officer, where she will support the district's Office of Communications in strengthening communication and engagement with families, staff, and the broader community.

Silva currently serves as Managing Assignment Editor at WCIV-TV, where she leads daily newsroom operations and coverage of education, public safety, and major community events. Over her career, she has also served as a Senior Executive Producer and Senior News Producer, leading editorial strategy, managing broadcast teams, and producing coverage of major civic events across the Lowcountry.

She has extensive experience working with community and government partners and is known for communicating clearly and effectively with the public.

Silva earned a Bachelor of Arts in English with a minor in Journalism and Electronic Media from the University of Tennessee and is a Southeast Emmy Award winner for Best Daily Newscast.

A local parent, Silva brings a strong understanding of the community and a commitment to clear, transparent communication with families.

"This is an exciting addition to our team," said Michelle Mills, Executive Associate for Communications. "Alfäre Silva brings a unique combination of newsroom leadership, strategic



thinking, and a deep understanding of our community. She knows how to communicate clearly, build trust, and ensure our families feel informed and connected to their schools.”

Superintendent Anita Huggins also welcomed Silva to the district.

“Alfáre brings valuable experience in communication and community engagement,” said Huggins. “Her background and perspective will support our ongoing efforts to strengthen how we connect with families and share the work happening across CCSD.”

Silva’s experience includes strategic communications, crisis messaging, and community engagement. In her new role, she will support the district’s efforts to provide timely, clear, and family-focused communication.

For more information, please 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.