

Dennis T. Ducharme

From: Megan Turnbull [mmshea@chicagogsb.edu]
Sent: Wednesday, October 05, 2011 4:40 PM
To: Dennis T. Ducharme
Subject: Fwd: Discuss crisis management and PR assistance

>
> Set up first call with Skip, no other board members involved.
>
> Megan
> On May 21, 2011, at 12:05 PM, Megan Turnbull wrote:
>
>> Great! 9:30AM works for me. Please call me at home # 603-397-5573.
>>
>> Thanks,
>>
>> Megan
>> On May 21, 2011, at 12:03 PM, ahanson004@gmail.com wrote:
>>
>>> Let's plan on 9:30 tomorrow. Do you want me to call you? Thanks
>>> Sent from my Verizon Wireless BlackBerry
>>>
>>> -----Original Message-----
>>> From: Megan Turnbull <mmshea@chicagogsb.edu>
>>> Date: Sat, 21 May 2011 11:32:47
>>> To: Arthur Hanson<ahanson004@gmail.com>
>>> Subject: Re: Discuss crisis management and PR assistance
>>>
>>> Skip,
>>>
>>> Tomorrow morning would work well for me. I have to drive to Wolfeboro around 12:30PM,
so any time between 9AM - 12PM. I am also available in the evening, after 8PM.
>>>
>>> Let me know when would be good for you.
>>>
>>> Thank you!
>>>
>>> Megan
>>> On May 21, 2011, at 11:07 AM, Arthur Hanson wrote:
>>>
>>>> Hi Megan - Thanks for your note and I certainly understand the need for
confidentiality with any correspondence. I will be at my grandson's lacrosse and baseball
games most of the afternoon. Is there a good time that we could talk tomorrow? Thanks
and let me know. Skip
>>>>
>>>> On Sat, May 21, 2011 at 9:02 AM, Megan Turnbull <mmshea@chicagogsb.edu> wrote:
>>>> Hello Skip,
>>>>
>>>> My name is Megan Turnbull. I am a member of the Oyster River School Board. I believe
Ben Hilyard contacted you about possibly helping our board with crisis management/PR work.
>>>>
>>>> I would ask that you maintain confidentiality with what I am sharing with you below.
>>>>
>>>> Several board members and I have come to the realization that the board needs
professional help. Over the past few months, multiple situations ensued as a result of
our board not accepting a nominated high school principal candidate in a split vote:
>>>>
>>>> * Student walk-out at the high school
>>>> * Threats against board members
>>>> * Petition against the school board and questioning our ethics
>>>> * Dozens of letters to the board and Foster's newspaper criticizing and questioning
the board

>>>> * Letter from the high school senate telling the board to NOT participate in the upcoming graduation (see attached)

>>>> * Extensive public comments at our meetings (lasting hours) and inhibiting our ability to finish all board business at times

>>>> * Individual e-mail campaigns besmirching individual board members' character

>>>> * Critical blog postings (<http://oysterrivercommunity.blogspot.com>)

>>>>

>>>> The list goes on...

>>>>

>>>> Right now we are in the midst of trying to resume our principal search and have hired Art Bettencourt with NESDEC to help. The new principal search is also under intense, public scrutiny as you can imagine. Additionally, we will be hiring a new superintendent in the upcoming school year as our current superintendent is not renewing his contract.

>>>>

>>>> Also, Ben Hillyard pointed out something that is at the heart of the matter - this situation has been brewing for almost a decade. The recent outcry comes only after years of build up in our district.

>>>>

>>>> With this, I believe we need professional crisis management/PR help in the following areas:

>>>>

>>>> * Crafting press releases on sensitive matters including hirings/personnel - in the past the board has done this alone

>>>> * Developing a sense of trust and faith in the board and working better within the district

>>>> * Improved / constructive dialogue with the community and district staff on education in Oyster River moving forward - we think this may require a series of community engagement nights

>>>>

>>>> I anticipate the bulk of this work would be carried out over the next few months and may need to resume again as we start our superintendent search.

>>>>

>>>> I would like very much to talk to you about the possibility of you and your colleague working with us. Of course, I would need to obtain a board approval to move forward, but I feel the full board will welcome help. The good news, too, is that this board does get along and has an earnest wish to improve public sentiment. Additionally, we do have funds allocated to "work on improving trust" in our 2011-2012 budget.

>>>>

>>>> I will try to call you today to discuss this matter in greater detail. Thank you for your willingness to consider helping.

>>>>

>>>> Best Regards,

>>>>

>>>> Megan

>>>>

>>>>

>>>>

>>>>

>>>>

>>

>

Dennis T. Ducharme

From: Megan Turnbull [mmshea@chicagogsb.edu]
Sent: Wednesday, October 05, 2011 4:39 PM
To: Dennis T. Ducharme
Subject: Fwd: Draft letter responding to Oyster River Student Senate

Rhoades' help on the student letter.

Megan

Begin forwarded message:

```
> From: Megan Turnbull <mmshea@chicagogsb.edu>
> Date: May 30, 2011 3:06:46 PM EDT
> To: Rhoades Alderson <ralderson@nharbor.com>
> Subject: Re: Draft letter responding to Oyster River Student Senate
>
> Thank you, Rhoades!
>
> Megan
> On May 30, 2011, at 10:15 AM, Rhoades Alderson wrote:
>
>> Hi Megan, Jocelyn and Henry,
>>
>> I think this letter is excellent and will go a long way to calming the rhetoric and
taking the focus off of you -- this as part of a strategic goal to change the narrative
from "school board takes on _____ fight" to "school board takes steps to preserve
tradition of excellence in times of change." Below I drafted an alternative version of
the letter that seeks to portray you a little bit less as an official body and more as a
group of caring adults who volunteer their time because this stuff is what they care
about. It's true, of course, and softens some of the battle lines when you can be seen
this way.
>>
>>
>> Dear Oyster River Senior Class,
>>
>> Congratulations to each of you on the eve of your graduation. You have so much to be
proud of as you mark one of life's great milestones, and as Board members, community
members and parents, we are proud of you, too.
>>
>> Our school community is experiencing a period of change that it has been very difficult
at times. We are fortunate that so many in our community care so deeply about our schools,
but sometimes that passion can spill over into frustration. While the focus of the school
community should always be on what's best for current and future students, it has too
often appeared to be otherwise in recent weeks. Your letter to us regarding participation
at graduation underscored that point.
>>
>> This is your time, and graduation is your day. To make absolutely certain the focus of
the ceremony is where it belongs, we agree that it is best to do as you have asked and put
a pause on the current tradition of having a board member pass out diplomas to students.
Instead, we will be among the loudest voices in the audience cheering you on.
>>
>> Each of you represents a tradition of excellence at Oyster River High School and in our
district as a whole. It's a tradition that we volunteer our time as Board members to
preciously preserve and update for the opportunities and challenges of a new time. It's a
tradition to which all of us in the community are devoted, and which will keep our
district strong through the turbulence that comes with change.
>>
>> Class of 2012, we salute you! See you on graduation day.
>>
>> Sincerely,
>> the ORCSD School Board
```

>>
>>
>>
>>
>>
>> On Sun, May 29, 2011 at 10:49 PM, Megan Turnbull <mmshea@chicagogsb.edu> wrote:
>> Hi Rhoades,
>>
>> Per our conversation, we have been working on a letter to respond to the high school
senate's request to not participate in graduation ceremonies.
>>
>> Below are two draft letters (one attached as a doc. file) and one cited below. Please
take a look and let us know what would work well. I think a combination of the two may be
effective.
>>
>> Again, we would have our board chair, Henry Brackett, read aloud the letter at our June
1, Wednesday 7PM school board meeting to approve for submission to the student senate.
>>
>> Thanks,
>>
>> Megan
>>
>> ***
>> Dear Oyster River Senior Class,
>>
>> First, congratulations on your upcoming graduation. As Board members, community members
and parents, we are proud of your accomplishments here at Oyster River and wish you well
in your future endeavors.
>>
>> Second, we wish to respond to your recent letter regarding School Board participation
in your upcoming ceremony. Given the recent events surrounding the principal search and
its outcome, we realize that the participation of the Board at this event may cause a
potential distraction. Your graduation ceremony is important to us and to our community
and therefore we believe it is in the best interests of the community to waive the current
tradition of having a Board member pass out diplomas to students. Instead, Board Members
will attend the ceremony to celebrate your day.
>>
>> Looking ahead at the role the School Board plays in future graduations is a topic that
we would like to explore with students in the upcoming school year. There are several
different ways that Boards participate in these ceremonies and we would like to explore
together with the students how best to acknowledge this important milestone in your life
and how to develop a meaningful tradition for our district.
>>
>> Best Wishes, The ORCSD School Board
>>
>

Dennis T. Ducharme

From: Megan Turnbull [mmshea@chicagogsb.edu]
Sent: Wednesday, October 05, 2011 4:38 PM
To: Dennis T. Ducharme
Subject: Fwd: Background info including letter from Oyster River Student Senate



SKMBT_C45211052 ATT447316.txt
014440.pdf

Background I sent Rhoades about our district after the call. Rhoades indicated he would be willing to help with a letter to the students regarding graduation (separate issue).

Megan

Begin forwarded message:

> From: Megan Turnbull <mmshea@chicagogsb.edu>
> Date: May 27, 2011 4:34:23 PM EDT
> To: ralderson@nharbor.com
> Cc: Jocelyn O'Quinn <joceoquinn@yahoo.com>, Henry Brackett <hfb4444@comcast.net>
> Subject: Background info including letter from Oyster River Student Senate
>
> Rhoades,
>
> I am copying both Jocelyn and our board chair, Henry Brackett, on this correspondence.
>
> Thank you for the call today. We feel much better after talking to you. We are setting up a tentative non-meeting with our lawyer to approve working with you via NESSC on Tuesday afternoon. Please forward your proposal document to me prior to Tuesday afternoon, so that we can move forward with this approval.
>
> By Sunday, you should receive the letter draft responding to the students from Jocelyn who will also be reviewing details of our call with Henry soon. Again, we would need this ready for Henry to read to the board at our 7PM Wednesday, June 1 board meeting.
>
> Below is the original e-mail I sent Skip including the student letter.
>
> Have a great weekend!
>
> Megan
>
> ***
> Hello Skip,
>
> My name is Megan Turnbull. I am a member of the Oyster River School Board. I believe Ben Hilyard contacted you about possibly helping our board with crisis management/PR work.
>
> I would ask that you maintain confidentiality with what I am sharing with you below.
>
> Several board members and I have come to the realization that the board needs professional help. Over the past few months, multiple situations ensued as a result of our board not accepting a nominated high school principal candidate in a split vote:
>
> * Student walk-out at the high school
> * Threats against board members
> * Petition against the school board and questioning our ethics
> * Dozens of letters to the board and Foster's newspaper criticizing and questioning the board
> * Letter from the high school senate telling the board to NOT participate in the upcoming graduation (see attached)

> * Extensive public comments at our meetings (lasting hours) and inhibiting our ability to finish all board business at times
> * Individual e-mail campaigns besmirching individual board members' character
> * Critical blog postings (<http://oysterrivercommunity.blogspot.com>)
>
> The list goes on...
>
> Right now we are in the midst of trying to resume our principal search and have hired Art Bettencourt with NESDEC to help. The new principal search is also under intense, public scrutiny as you can imagine. Additionally, we will be hiring a new superintendent in the upcoming school year as our current superintendent is not renewing his contract.
>
> Also, Ben Hillyard pointed out something that is at the heart of the matter - this situation has been brewing for almost a decade. The recent outcry comes only after years of build up in our district.
>
> With this, I believe we need professional crisis management/PR help in the following areas:
>
> * Crafting press releases on sensitive matters including hirings/personnel - in the past the board has done this alone
> * Developing a sense of trust and faith in the board and working better within the district
> * Improved / constructive dialogue with the community and district staff on education in Oyster River moving forward - we think this may require a series of community engagement nights
>
> I anticipate the bulk of this work would be carried out over the next few months and may need to resume again as we start our superintendent search.
>
> I would like very much to talk to you about the possibility of you and your colleague working with us. Of course, I would need to obtain a board approval to move forward, but I feel the full board will welcome help. The good news, too, is that this board does get along and has an earnest wish to improve public sentiment. Additionally, we do have funds allocated to "work on improving trust" in our 2011-2012 budget.
>
> I will try to call you today to discuss this matter in greater detail. Thank you for your willingness to consider helping.
>
> Best Regards,
>
> Megan
>

Dennis T. Ducharme

From: Megan Turnbull [mmshea@chicagogsb.edu]
Sent: Wednesday, October 05, 2011 4:36 PM
To: Dennis T. Ducharme
Subject: Fwd: Call with Rhoades Alderson Tomorrow (Friday) at 2:30PM

Instructions for call with Rhoades on May 27.

Megan
Begin forwarded message:

> From: Megan Turnbull <mmshea@chicagogsb.edu>
> Date: May 26, 2011 2:32:15 PM EDT
> To: Jocelyn O'Quinn <joceoquinn@yahoo.com>, Henry Brackett <hfb4444@comcast.net>
> Subject: Call with Rhoades Alderson Tomorrow (Friday) at 2:30PM
>
> Jocelyn and Henry,
>
> We are set up to talk to Rhoades Alderson, the PR person whom Skip and Duke recommended.
Please dial in using the previous conference call information as follows:
>
>>> Number to call - 1-888-394-8197, passcode 890610.
>
>
>
> Megan
>

Dennis T. Ducharme

From: Megan Turnbull [mmshea@chicagogsb.edu]
Sent: Wednesday, October 05, 2011 4:36 PM
To: Dennis T. Ducharme
Subject: Fwd: Call with Rhoades on Friday

Setting up call with Rhoades Alderson (PR guy), Jocelyn, and Henry.

Megan

Begin forwarded message:

```
> From: Megan Turnbull <mmshea@chicagogsb.edu>
> Date: May 26, 2011 10:05:15 AM EDT
> To: Arthur Hanson <ahanson004@gmail.com>
> Subject: Re: Call with Rhoades on Friday
>
> This sounds good. So, we should use this same number and code we used during our last
> call?
>
> Megan
>
>
> On May 25, 2011, at 8:17 PM, Arthur Hanson wrote:
>
>> Hi Megan - I do have a meeting Friday afternoon but I will set Rhoades up with the
>> conference call number so you folks can use the same that you have. Perhaps you and I can
>> talk sometime over the weekend so you can fill me in on how the call went. Thanks. Skip
>>
>> On Wed, May 25, 2011 at 9:24 AM, Megan Turnbull <mmshea@chicagogsb.edu> wrote:
>> Hi Skip,
>>
>> Any time after 2PM Friday works for us. Could we tentatively schedule for 2:30PM?
>>
>> Thanks,
>>
>> Megan
>>
>
```


Dennis T. Ducharme

From: Megan Turnbull [mmshea@chicagogsb.edu]
Sent: Wednesday, October 05, 2011 4:35 PM
To: Dennis T. Ducharme
Subject: Fwd: Plan on conference call tonight at 8PM

Confirmed May 22 call with Henry, Jocelyn, Skip and Duke.

Megan

Begin forwarded message:

```
> From: Megan Turnbull <mmshea@chicagogsb.edu>
> Date: May 22, 2011 7:41:04 PM EDT
> To: "Jocelyn O'Quinn" <joceoquinn@yahoo.com>
> Subject: Re: Plan on conference call tonight at 8PM
>
> OK!
>
> Megan
> On May 22, 2011, at 7:39 PM, Jocelyn O'Quinn wrote:
>
>> I will be a few min late on the call
>>
>> From: Megan Turnbull <mmshea@chicagogsb.edu>;
>> To: Henry Brackett <hfb4444@comcast.net>; Jocelyn O'Quinn <joceoquinn@yahoo.com>;
>> Subject: Fwd: Plan on conference call tonight at 8PM
>> Sent: Sun, May 22, 2011 3:07:43 PM
>>
>> Henry and Jocelyn,
>>
>> Please see the e-mail below with the conference call information. We should dial into
the call at 8PM.
>>
>> Thanks,
>>
>> Megan
>>
>> Begin forwarded message:
>>
>>> From: Arthur Hanson <ahanson004@gmail.com>
>>> Date: May 22, 2011 11:06:15 AM EDT
>>> To: Megan Turnbull <mmshea@chicagogsb.edu>
>>> Subject: Re: Plan on conference call tonight at 8PM
>>>
>>> Hi Megan - Number to call - 1-888-394-8197, passcode 890610. Talk at 8:00 - thanks.
Skip
>>>
>>> On Sun, May 22, 2011 at 10:57 AM, Megan Turnbull <mmshea@chicagogsb.edu> wrote:
>>> Hello Skip,
>>>
>>> Thank you so much for talking to me this morning. I just spoke to our board chair,
Henry Brackett, and we would like to have a call with you and Duke Albanese tonight at 8PM.
Also, we would like to include board member Jocelyn O'Quinn on the call.
>>>
>>> Please e-mail us the conference bridge information.
>>>
>>> Also, here is my cell # in the case you want to reach me today via phone: #603-203-
3231
>>>
>>> I look forward to our talking again!
>>>
>>> Megan
```

>>>
>>
>

Dennis T. Ducharme

From: Megan Turnbull [mmshea@chicagogsb.edu]
Sent: Wednesday, October 05, 2011 4:34 PM
To: Dennis T. Ducharme
Subject: Fwd: Plan on conference call tonight at 8PM

Setting up May 22 con call with Jocelyn O'Quinn and Henry Brackett.

Megan

Begin forwarded message:

> From: Megan Turnbull <mmshea@chicagogsb.edu>
> Date: May 22, 2011 10:57:23 AM EDT
> To: Arthur Hanson <ahanson004@gmail.com>
> Cc: Jocelyn O'Quinn <joceoquinn@yahoo.com>, Henry Brackett <hfb4444@comcast.net>
> Subject: Plan on conference call tonight at 8PM
>
> Hello Skip,
>
> Thank you so much for talking to me this morning. I just spoke to our board chair,
Henry Brackett, and we would like to have a call with you and Duke Albanese tonight at 8PM.
Also, we would like to include board member Jocelyn O'Quinn on the call.
>
> Please e-mail us the conference bridge information.
>
> Also, here is my cell # in the case you want to reach me today via phone: #603-203-3231
>
> I look forward to our talking again!
>
> Megan

Dennis T. Ducharme

From: Megan Turnbull [mmshea@chicagogsb.edu]
Sent: Wednesday, October 05, 2011 4:34 PM
To: Dennis T. Ducharme
Subject: Fwd: Discuss crisis management and PR assistance



SKMBT_C45211052 ATT447249.txt
014440.pdf

My first email to Skip.

Megan

Begin forwarded message:

> From: Megan Turnbull <mmshea@chicagogsb.edu>
> Date: May 21, 2011 9:02:47 AM EDT
> To: ahanson004@gmail.com
> Cc: "LCMHC Benjamin C. Hillyard M.Ed." <ben@centerforcollaborativechange.com>
> Bcc: Jocelyn O'Quinn <joceoquinn@yahoo.com>, Ann Lane <ann.lane@comcast.net>
> Subject: Discuss crisis management and PR assistance
>
> Hello Skip,
>
> My name is Megan Turnbull. I am a member of the Oyster River School Board. I believe Ben Hilyard contacted you about possibly helping our board with crisis management/PR work.
>
> I would ask that you maintain confidentiality with what I am sharing with you below.
>
> Several board members and I have come to the realization that the board needs professional help. Over the past few months, multiple situations ensued as a result of our board not accepting a nominated high school principal candidate in a split vote:
>
> * Student walk-out at the high school
> * Threats against board members
> * Petition against the school board and questioning our ethics
> * Dozens of letters to the board and Foster's newspaper criticizing and questioning the board
> * Letter from the high school senate telling the board to NOT participate in the upcoming graduation (see attached)
> * Extensive public comments at our meetings (lasting hours) and inhibiting our ability to finish all board business at times
> * Individual e-mail campaigns besmirching individual board members' character
> * Critical blog postings (<http://oysterrivercommunity.blogspot.com>)
>
> The list goes on...
>
> Right now we are in the midst of trying to resume our principal search and have hired Art Bettencourt with NESDEC to help. The new principal search is also under intense, public scrutiny as you can imagine. Additionally, we will be hiring a new superintendent in the upcoming school year as our current superintendent is not renewing his contract.
>
> Also, Ben Hillyard pointed out something that is at the heart of the matter - this situation has been brewing for almost a decade. The recent outcry comes only after years of build up in our district.
>
> With this, I believe we need professional crisis management/PR help in the following areas:
>
> * Crafting press releases on sensitive matters including hirings/personnel - in the past the board has done this alone

> * Developing a sense of trust and faith in the board and working better within the district

> * Improved / constructive dialogue with the community and district staff on education in Oyster River moving forward - we think this may require a series of community engagement nights

>

> I anticipate the bulk of this work would be carried out over the next few months and may need to resume again as we start our superintendent search.

>

> I would like very much to talk to you about the possibility of you and your colleague working with us. Of course, I would need to obtain a board approval to move forward, but I feel the full board will welcome help. The good news, too, is that this board does get along and has an earnest wish to improve public sentiment. Additionally, we do have funds allocated to "work on improving trust" in our 2011-2012 budget.

>

> I will try to call you today to discuss this matter in greater detail. Thank you for your willingness to consider helping.

>

> Best Regards,

>

> Megan

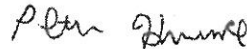
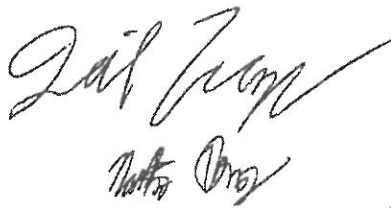
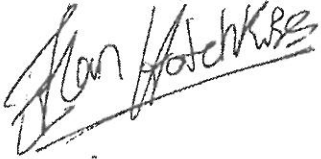
>

May 20th, 2011

Dear Members of the Board,

In light of recent events, there was concern expressed by both parents and students about the board's role in the graduation ceremony taking place on June 10th. The active role that the board has traditionally played in the ceremony was felt by some to be inappropriate given their feelings about the Board's current relationship with the student body. These concerns were expressed by multiple related parties independently. In order to investigate these concerns further, we the senior class senate conducted a survey about what role the senior students felt that the board should have in the ceremony. It was found by a large majority of the class that the seniors are happy to have any board member who would like to attend be present, however the students feel no member of the board should be a part of the ceremony. We hope you will choose to attend.

Thank you for your service,



The Senior Class Senate



From: Megan Turnbull <mmshea@chicagogsb.edu>
Subject: **Confidential - Suggestions for interim superintendent**
Date: June 2, 2011 8:17:34 AM EDT
To: Skip Hanson <skip_hanson@newenglandssc.org>
Cc: Henry Brackett <hfb4444@comcast.net>



Hi Skip,

I hope you can help us. Henry Brackett asked that I contact you directly for suggestions on an interim superintendent. Our situation is accelerating.

Is there a time today or tomorrow when we could chat?

Thank you again for all your assistance.

Megan

From: Megan Turnbull <mmshea@chicagogsb.edu>
Subject: **Meeting on Monday**
Date: June 2, 2011 11:11:15 PM EDT
To: Skip Hanson <skip_hanson@newenglandssc.org>
Cc: Henry Brackett <hfb4444@comcast.net>



Hi Skip,

I confirmed with Henry that we will meet this coming Monday, June 6 at 10:30AM. I will send you an e-mail once Henry confirms the meeting location.

Thank you for talking with me this evening!

Megan

From: Arthur Hanson <ahanson004@gmail.com>
Subject: **Subcontractor's Contract**
Date: June 12, 2011 12:53:51 PM EDT
To: mmshea@chicagogsb.edu
1 Attachment, 21.5 KB

Hi Meagan - Attached please find a Subcontractor's (Per Diem) Contract that I have used before. The board's attorney may want to include additional language. I have not been able to contact Rhoades this weekend and will try again early tomorrow morning as I know time is getting short for a press release regarding Howard. Talk to you soon. Skip

[PER DIEM CO.doc \(21.5 KB\)](#)

From: hfb4444@comcast.net
Subject: **Guidence for interim Superintendent**
Date: June 12, 2011 8:47:13 PM EDT
To: Megan Turnbull <mmshea@chicagogsb.edu>, Jim Kach <jkach55@gmail.com>

Megan and Jim,

I have set up a meeting on Tuesday to meet with Dr. Lyonel Tracy to discuss the interim Superintendent position. He is not a candidate but will share his insight on the type of individual we would want. I think he could help to justify the person we pick.

Jim, I know you might not be there but I wanted you know about this meeting.

Megan I hope you can make this meeting. He lives in Vermont and has limited time so I let him pick the time and date.

Henry

From: Megan Turnbull <mmshea@chicagogsb.edu>
Subject: **Fwd: Interim Superintendent Position**
Date: June 8, 2011 1:31:47 PM EDT
To: Henry Brackett <hfb4444@comcast.net>



Henry,

Could you forward me [REDACTED] information? It wasn't attached to the email. I have to be somewhere at 9AM, so I may be a few minutes late to the interview from Normand.

Also, are there others planned for Friday? I have to take my daughter to a birthday party 12:15-2:15.

Finally, I still have not heard from Rhoades. Did you get a sample contract from Skip?

Megan

Begin forwarded message:

From: [REDACTED]
Date: June 8, 2011 12:16:10 PM EDT
To: hfb4444@comcast.net
Cc: Jim Kach <jkach55@gmail.com>, Megan Turnbull <mmshea@chicagogsb.edu>
Subject: Re: Interim Superintendent Position

Henry,

I can meet this Friday morning at 9:30 in Durham.

[REDACTED]

On Jun 6, 2011, at 9:09 PM, hfb4444@comcast.net wrote:

[REDACTED]

Sorry it took so long to get back to you. I would like to set up an interview this Friday morning if possible at 9:30 in Durham. The interview would be with three board members. Please email me if the day and the time are agreeable. If not let me know what would be an alternative date and time, possible another time on Friday or Monday, June 13th.

If you want feel free to call me at my home 659-0212 any time.

Have a nice evening.

Henry

----- Original Message -----

From: [REDACTED]
To: hfb4444@comcast.net
Sent: Tuesday, May 31, 2011 9:26:59 PM
Subject: Interim Superintendent Position

Henry,

Attached are my letter of interest and resume as per your request.

Resent-From: <mmshea@chicagobooth.edu>
From: Rhoades Alderson <ralderson@nharbor.com>
Subject: **RE: Press today**
Date: June 21, 2011 9:47:06 AM EDT
To: Megan Turnbull <mmshea@chicagogsb.edu>

Hi Megan,

I'm looking forward to our call in 10 minutes. Below are what I see as key goals. We'll talk about how best to get them across.

- Show genuine care for kids and families of ORCSD school community
- Set the context - new times of austerity, desire for change among voting public, our job to preserve tradition of ORCSD excellence in these new times
- Admit stumbles along the way - we haven't been perfect but we're learning and we share the same goal
- Change is tough, but creates new opportunity to come together and envision a bold future for ORCSD

Rhoades Alderson
New Harbor Group
One Davol Square, Suite 300
Providence RI, 02903
401.831.1200
401.477.4020 (c)

-----Original Message-----

From: Megan Turnbull [mailto:mmshea@chicagogsb.edu]
Sent: Tuesday, June 21, 2011 8:45 AM
To: Rhoades Alderson
Subject: Press today

Hi Rhoades,

We look forward to the call at 10AM. Here is the latest news:

http://www.fosters.com/apps/pbcs.dll/article?AID=/20110621/GJNEWS_01/706219912/-1/FOSNEWS0102&template=GreatBayRegion

Megan

Resent-From: <mmshea@chicagobooth.edu>
From: Rhoades Alderson <ralderson@nharbor.com>
Subject: **RE: Op/Ed and article today - further guidance requested**
Date: June 17, 2011 2:58:49 PM EDT
To: Megan Turnbull <mmshea@chicagogsb.edu>

Great. How about 10 a.m. on Tuesday?

Rhoades Alderson
New Harbor Group
One Davol Square, Suite 300
Providence RI, 02903
401.831.1200
401.477.4020 (c)

-----Original Message-----

From: Megan Turnbull [mailto:mmshea@chicagogsb.edu]
Sent: Friday, June 17, 2011 2:46 PM
To: Rhoades Alderson
Subject: Re: Op/Ed and article today - further guidance requested

Hi Rhoades,

Before noon on Tuesday works as well for us.

Thanks,

Megan

On Jun 17, 2011, at 11:48 AM, Rhoades Alderson <ralderson@nharbor.com> wrote:

Hi Megan,

Tuesday also works for me if you two are more flexible then.

Rhoades Alderson
New Harbor Group
One Davol Square, Suite 300
Providence RI, 02903
401.831.1200
401.477.4020 (c)

-----Original Message-----

From: Megan Turnbull [mailto:mmshea@chicagogsb.edu]
Sent: Friday, June 17, 2011 11:52 AM
To: Rhoades Alderson
Cc: Henry Brackett; Jocelyn O'Quinn; Skip Hanson; David Preston
Subject: Re: Op/Ed and article today - further guidance requested

Thank you, Rhoades. This is very helpful.

Monday will have to be early morning (8-9:30AM) or early evening for us (5PM or later). We have a board workshop that most likely will not end

until 4:30~ 5PM and will be interviewing in the morning.

Thanks!

Megan

On Jun 17, 2011, at 10:34 AM, Rhoades Alderson wrote:

Hi Megan,

Thank you for the update. These situations are really tough. Just no getting around it, and I feel for all of you. If it's any consolation, this is not at all uncommon and was to be expected. They're seizing on the

transparency issue, but it just as easily could have been competency or personal vendetta or any number of things. That's not to say that we shouldn't think about managing the transparency issue, just that the real

issue is anger from the old guard and worry among others.

In my judgment, there's no dispelling the anger of the old guard any time

soon. An effort to that end would be wasted energy. The best use of your

time is to assure the silent majority that you care and that there is a bright future for ORCSD. Here are some of the ways we've talked about doing that:

- Having a consistent message: preserving the legacy of excellence at ORCSD for new and different times
- Engagement with press. We'll do the interview preparation most likely Monday (I'll respond to the other email). We should discuss a plan for regular engagement throughout the summer.
- Changing the story from the departure of Colter to the search for the new superintendent by feeding regular updates to the public and the media.
- You talked about doing a community forum at some point. Let's think about doing that right before next school year. It can represent a

fresh start for everyone and it's an opportunity to lay out the fiscal and administrative issues you've inherited and to build a vision going forward.

Thoughts on managing fallout from the meeting:

- The most important thing to recognize is that this was expected. It just feels terrible while it's actually happening. Stick to the plan of looking forward. The best way to assure folks who are worried is to show competence and responsibility moving forward.

- If I'm reading things right and if memory serves, the cost details

will come out in 13 days. If people are speculating an outsized number now, then that actually benefits you when the real one comes out and is significantly below people's expectations.

- Continue to reach out to friends and others. The best thing you can offer is assurance that you care and that you believe in a very bright future for the district. The feeling they get from you will be more important than any datapoint you can offer.

Rhoades Alderson
New Harbor Group

One Davol Square, Suite 300
Providence RI, 02903
401.831.1200
401.477.4020 (c)

-----Original Message-----

From: Megan Turnbull [mailto:mmshea@chicagogsb.edu]
Sent: Friday, June 17, 2011 8:57 AM
To: Rhoades Alderson
Cc: Henry Brackett; Jocelyn O'Quinn; Skip Hanson
Subject: Op/Ed and article today - further guidance requested

Hi Rhoades,

Here is a damaging Op/Ed for the board in the paper today:

http://www.fosters.com/apps/pbcs.dll/article?AID=/20110617/GJOPINION_01/706179993/-1/FOSOPINION

Also, here is an article. I am concerned that the superintendent alluded to knowing this was being worked on for over a month. This is damaging to the board

http://www.fosters.com/apps/pbcs.dll/article?AID=/20110617/GJNEWS_01/706179945

The fact is the agreement is not effective until June 20, after the seven day period. Also, we cannot divulge anything about it. This is tough. Also, folks have a complete misunderstanding of the cost. The cost is well below the figures being thrown around (est. \$185K including attorney fees).

I was called by a reporter and did call back. I said simply that I can only read statements from our joint press release. Henry did the same and forwarded the release itself to the papers.

Any guidance on how to handle any of this? I expect there may be more negative editorials, but perhaps we can ask friendlies to write positive ones.

As a mini-PR campaign, I am trying to reach out to folks whom I know personally and have expressed concerns about the board's actions. I am telling them that the entire board has changed and that in order to do the good work we want to do (e.g., strategic plan, long range goals, setting up key performance indicators, etc.), change is inevitable.

I have also come to an important realization. Many people did not follow the school board in the past and were not aware of the severe problems in the district. Those of us who knew, ran for board and/or supported candidates who understood these issues. So, for many, it is a true shock

and surprise. We need to address this point in our discussions with the press and others in the community.

On a positive note, i have received many thanks as well for our actions.

Thanks,

Megan