

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](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](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