

## Dennis T. Ducharme

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**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.

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

>>>>

>>>> Best Regards,

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>>>> Megan

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