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### **REGGIE NEEDS A QUARTERBACK**

We laughed until we nearly peed our pantaloons when we learned that Reggie Bush had canceled an appearance on *The Dan Patrick Show* because Reg will be saying nothing more to anyone in the media until after the draft.

Great idea, Team Bush. Too bad it wasn't implemented on, say, Monday.

Instead, Reggie and his handlers have talked themselves into an even bigger mess than the Bush family otherwise would have faced. Does it mean that the Texans will pass? Even in the wake of the most recent developments, the answer likely is no.

But why tempt fate? And why make the week before Reggie's official entry into the NFL not something to remember, but something to forget?

The problem here is that there's apparently no one calling the shots on a comprehensive basis for Bush.

Joel Segal? Nope. Mike Ornstein? Nuh-uh. David Cornwell? Invisible man.

All of them, in our view, share in the blame. Segal has kept his head in the sand (or up his own butt). Ornstein's recent comments regarding a supposed longstanding relationship between the Bush family and Michael Michaels apparently prompted Michaels to go public with his plans to sue Bush's family for fraud, per published reports.

And Cornwell's performance has been horrendous, in our view. Despite any messes that were created by others before he was added to the team, Cornwell should have taken control of the situation immediately.

All three of them knew or should have known about the looming storm of negative P.R., yet they did nothing to minimize it. Instead, they all opted, by all appearances, to brace for the inevitable.

What could they have done differently, you aks? First, someone should have paid Michaels in full for the rent and then gotten the Bush family out of Michaels' house. Second, once the marketing group in which Michaels is involved began

sending demand letters to Cornwell, the veteran lawyer who seems to us to be more style than substance should have pounced.

By sitting on his hands (thumbs pointing north), Cornwell blew his chance to get out ahead of the first wave of reports regarding this matter by disclosing, for example, the alleged efforts of New Era to extort money by revealing "embarrassing personal information about Bush." Now, the story of threats being made (allegedly) by New Era and/or agent David Caravantes looks more like a thirteenth-hour reaction to overwhelming evidence pointing toward a finding that Bush's family did *something* to cause Reggie to lose his eligibility.

But not all lawyers are skilled or trained in matters of public and/or media relations. In our view, Cornwell should have had the foresight to convene a crisis management meeting for the purposes of hiring a P.R. firm and anyone else necessary to participate in the stategy regarding the handling of this issue.

As a result, there was no overriding plan.

Actually, there was a plan. Just not a very good one.

Step one, hope it goes away.

Step two, do nothing at all even when it becomes clear that it's not going away.

Step three, completely discount the possibility that the media might catch wind of this one before New Era makes good on its threat to take the thing public.

Step four, once the poop hits the fan, fly by the seat of our pants.

The irony here is that, while Reggie likely didn't go with New Era and Caravantes because they were regarded as bush-league novices, what Reggie has gotten to date from the team he ultimately hired is bush-league service.

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