

10 COMMANDMENTS OF PUBLIC RELATIONS

- All press is not good press
- Perception is reality
- Create a brand
- The truth seeks its own level
- Energize a base
- The media will not wait for you
- There is no wall between public and private
- The medium is still the message
- You can go home again
- They're only building you up to knock you down

Kent B. Webster

A large, stylized red brushstroke signature that overlaps the text "Kent B. Webster". The signature is written in a cursive, calligraphic style.