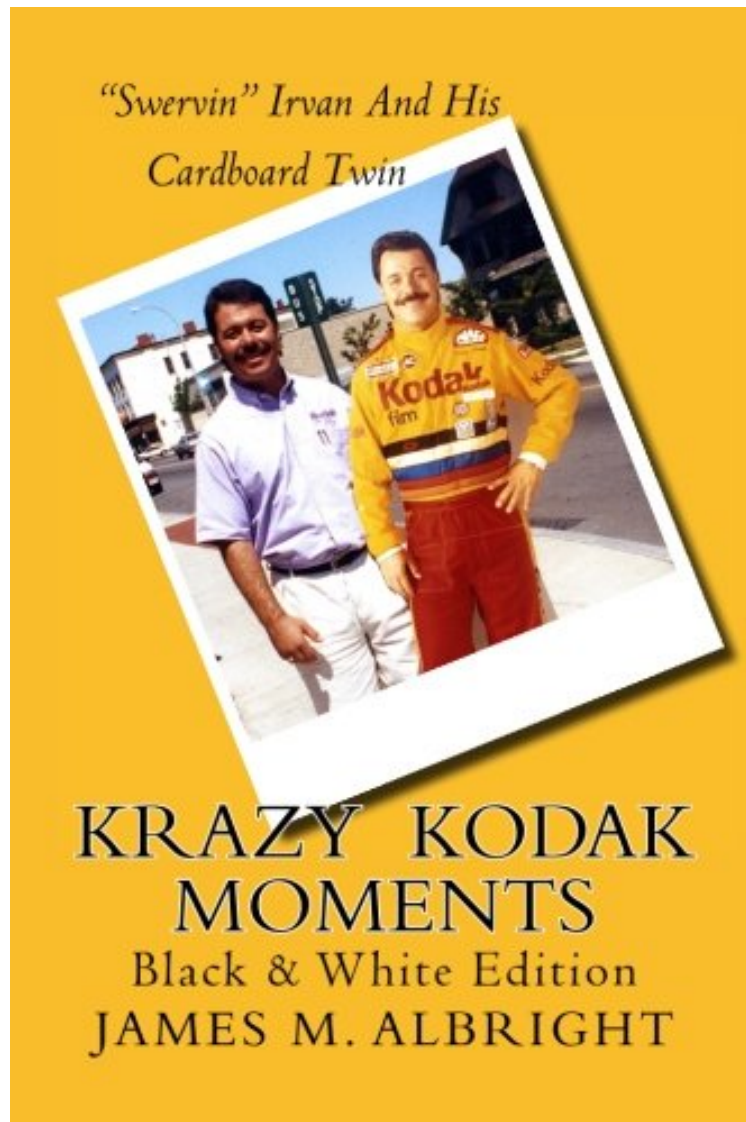


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Krazy Kodak Moments: Black White Edition

James M. Albright

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James M. Albright : Krazy Kodak Moments: Black White Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Krazy Kodak Moments: Black White Edition:

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Sports promotion at Eastman Kodak Company was in its golden era in the mid-1980s. There were 15 of us just working on sports promotions. I got to work on some great programs. They included among several others: The Kodak

All-America Football Team. The Eastman Award. The Kodak Women's Basketball All-America Team. The Kodak/USBWA Best Writing Contest. The Kodak Olympic Involvements. The Kodak Number 4 NASCAR Racing Car. The Kodak IMSA Involvements. The interesting part about my role was that I was pretty much given a free hand by Old Mother Yellow Box on what I wrote although some of it did have to go through an approval process. The humor I often employed in those days as well as some new stuff is included in the book. I have also included some non-sports happenings. For instance, I tended to write some rather unique trip reports. Also, somehow or other, I was nominated to write an epistle to any of the ladies in my department who happened to add to the world's population with a new baby .. at least to those ladies that wanted me to write it. Most did. So I've included a few of these. My objective is to give the reader a feeling for how great Kodak was and how everything wasn't always nose to the grindstone.

About the Author I joined Eastman Kodak in Jan. 1970 and was with this company for 23 years. That was after three years with the General Electric Company. I also spent three years with public relations agencies in Syracuse, NY. Intermingled among this activity were 10 years of study at Syracuse University that resulted in a B.S. in Physics, a Masters in Communications at Newhouse and almost a PHD in Communications. (Finished most of the coarse work but didn't do the dissertation.)