



Krazy Kodak Moments: Black & White Edition

James M. Albright

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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.

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