

Almost Fit To Print

A newsletter for the Advertising Department of K mart International Headquarters January 22, 1990

HEY, WHAT IS THIS?

Okay, some of you may be wondering exactly what this is? I'll try to be as brief and pointless as possible! What you're holding in your hands is our brand new advertising department newsletter! Its purpose is primarily as an information-sharing tool--a way to "spread the word" about interesting info that enters our department. The beauty of this little beauty is that it's a great way to keep us current on what is happening in the advertising and marketing fields, the retail industry; and make us aware of who to watch among our competition. It will hold articles of (hopefully) great interest and relevancy for us; news we may want to keep and utilize in the future. And finally, to provide us a better understanding of just exactly what business K mart is in!

By now you're probably wondering who in the world I am! My name is **Holly Bowne** (pronounced like "town"), and I'm a copywriter in room **R-130**. I'm fairly new to **KIH**. I joined the advertising department in July 1989. Prior to this I worked for **WJBK-TV 2** for three years. I held various positions there including that of free-lance writer. I also produced **2's News**, the weekly station newsletter. I have a bachelor of arts degree from Central Michigan University (Oooo aaaH! Fire up Chips!). I want to thank everyone who helped me with this first issue. And please, if any of you see, hear or make news, don't hesitate to input your input! Stop by or call me at **#3-2729**. Let the stories begin...

ON THE FRONTLINES

MISSION STATEMENT

Now a customized "Mission Statement" has been put together just for us!

Our mission in advertising is to communicate to our customer the objective of our company:

"K mart will be a symbol to Americans - the place which helps them to attain the quality of life guaranteed in the American dream sooner, better, and more conveniently than anyone else."

Our aim is to translate this vision statement into a communication strategy and copy platform, along with the execution and creation of an ad program that assists in accelerating an image change for K mart Stores that will support and enhance the accomplishment of this mission.

NEW ADDITION

Hey everyone, we want you to take your ideas and **STUFF 'EM...** into our new advertising department **Suggestion Box!** This idea bank is just waiting to be fed food for thought. The box is located outside of **Peggy Bruscha's** office. So, stop on by and put those notions in

LET'S MEET BILL, EVERYBODY!

Well, we all know there's a new man upstairs running the show--but who is he? **William H. Parker** was appointed as Vice President, Sales on July 31, 1989. He is 42 years old and holds a Bachelor of Business Administration from Empire State College, a division of the State University of New York. He has served as a lecturer at our own Wayne State University and the Fashion Institute of Technology. Most recently, Parker has served as senior vice president and general merchandise manager with Carson Pirie Scott based in Chicago, IL. He also has held various positions with the Dayton Hudson Corporation including divisional merchandise manager and general store manager for Hudsons and divisional merchandise manager for Target Stores. In his new position he plans to whip us all into shape by coordinating marketing and advertising programs with the Marketing Department. He is also responsible for controlling budgets and classifications for seasonal and advertised merchandise, and for all sales promotion and sales support activities. Parker will report directly to **William D. Underwood**, K mart's senior vice president, general merchandise.

