

What we shall do:

For decades, Kodak has tried its best to meet human needs as they arose. Under the leadership of George Eastman and his successors, the company has been especially conscious of its responsibilities to Kodak men and women and to the communities in which they live. Certainly, it is not necessary to detail here all that the company has done.

In recent years, we have become increasingly aware of the plight of disadvantaged people, especially among minority groups. Out of a deep and continuing concern for this serious social problem, Eastman Kodak Company gives the entire community this assurance:

- 1. We have embarked on a broad expansion of our efforts to help upgrade the skills of, and provide employment for, disadvantaged people from the Rochester area — members of minority groups or otherwise — who lack the education and training to find rewarding jobs. We hope that our objective to provide hundreds of these people with jobs can be realized.**
- 2. We are using resources available to us within the company and elsewhere to provide appropriate training.**
- 3. We shall continue to solicit the assistance of community organizations which are sincerely willing and able to help.**
- 4. We shall continue to urge others to join in a coordinated attack on the problems of unemployment and poverty in the community. We are willing to share knowledge and experience with other employers to help promote rapid progress on a community-wide basis.**
- 5. We shall continue to take affirmative action to hire people from minority groups who already have the necessary skills and training for jobs at Kodak.**

• Our ability to meet these objectives will depend on many factors, including the future demand for our products, our ability to find people who will respond to the opportunity, and the success of the training that is offered.

We want the people of Rochester to know that we are sincere. We can succeed only if we have the understanding and cooperation of the entire community.

We ask, too, that everyone recognize that, even though we approach this effort with a full sense of urgency, we intend to follow orderly and systematic hiring, placement, and training procedures. Every person, whether he is a member of a minority group or not, has the right to expect individual consideration.

To Kodak people, to our share owners, and to the business community at large, we offer this assurance: Our purpose is to upgrade the skills of people so that they can meet the standards of quality workmanship so necessary to the success of our business.

Our personnel policies will continue to be based on the principle of the "square deal": fairness to the individual—regardless of race, color, creed, or national origin.

Since its beginning, the company has recognized that its success depends largely upon the skills, talents, and efforts of Kodak people. We believe this program for the future—what we shall do—continues that long-established conviction, to the benefit of the company and the community.

EASTMAN KODAK COMPANY