

Kodak reports to the community

On-the-job training before the job: how it pays off.

People who know what turns teenagers off tell us many dropouts get that way because they don't know where they're headed—they aren't "goal-oriented."

A special training program at Kodak Park attacks this problem head on. High-school seniors spend half of each school day in school, the other half in our Hands-on Training (HOT) program.

Their training gives them that important purpose in life—holding a good job. And since they get paid, this eliminates another reason for dropping out: lack of money.

What's more, they do better in school, and some of their classmates, sensing the values our program imparts, are also motivated to stay in school.



So far, 98 students have completed the program (21 are in the current class). Of these, 85% have landed good jobs at Kodak, while most of the others are in the service.

The city school system and the Industrial Management Council have been partners with us—and some other Rochester firms—in these work-study programs. Kodak's participation reflects one facet of our broad commitment to education.

Steady heartbeat for the Chest.

It's no great chore to get people worked up about the Community Chest during the annual fund campaign. But the 91 participating agencies help people 365 days a year, and staying with this year-round work is involvement of another order.

Kodak people believe in participating both ways. Their giving to the annual drive is consistently more than is asked for. Right now thousands of them are volunteering to call on their fellow employees for contributions in the upcoming drive. After the drive, Kodak men and women will continue to show their enthusiasm by devoting thousands of hours to the ongoing work of the member agencies.

Typical is Karl D. Warner of Kodak Park's Motion Picture and Sheet Film Division. He not only works as a campaign volunteer leader but also devotes large amounts of his spare time—and some time off from work—to help the United Cerebral Palsy Association. He is active on the national level as treasurer and member of the board of directors. But some of his greatest satisfactions come from doing necessary chores for the Rochester chapter of the Al Sigl Rehabilitation Center.

Commitment is a way of life for many Kodak people like Karl Warner.



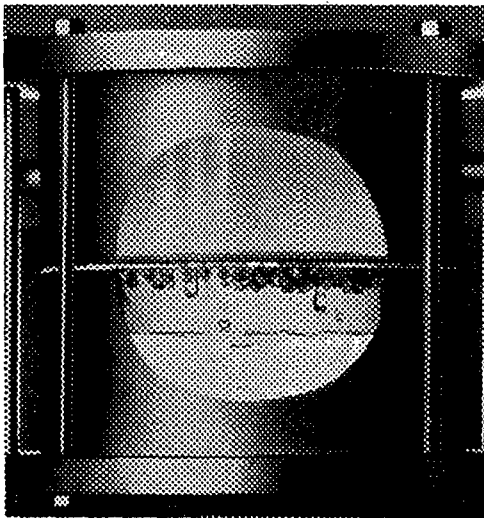
EASTMAN KODAK COMPANY

New hopeful solution for water pollution: a filtering membrane.

One Kodak approach to the solution comes from a process called "reverse osmosis," which is represented in the experiment illustrated at the right. It could be a major step toward clean water.

Reverse osmosis is made possible by a thin plastic film called Eastman membrane, which actually strains polluted water. When the water is forced through the membrane, impurities, virus, bacteria, and other pollutants are largely blocked out; quite pure water makes it to the other side. Purity is sufficiently high to support trout life and swimming boys.

We have already done a considerable amount of experimental work with this process as part of our program to help photo-



finishers solve problems of photochemical waste disposal. Reverse osmosis may also be a good approach to water purification for other types of industry. Our scientists in this field are in constant touch with colleagues in other firms, government agencies, and colleges.

For some time now, the Eastman membrane has appeared promising as a major means for desalting of water. Such work has remained on a small scale, but now Kodak is going into volume production of the membrane, which means its application to anti-pollution work could really take off.

As a concerned citizen, we are keenly aware of environmental problems—and of the moral need to share technology (as it develops) with others.

Your questions answered on a TV phone-in.

Tune in WHEC-TV (Channel 10) on Tuesday, April 28, at 8:30 p.m., and you'll see an unusual program—our top officers communicating openly with those who live and work in the Rochester area. Even more unusual: you'll have the opportunity to phone in questions while the show is on the air. The number to call at that time will be 325-2020.

To our knowledge, this is the first time that officers of a major corporation will use commercial television to talk with share owners, employees, and community residents.

Why go on TV? It's simply the most logical and feasible way to meet with the community that we have such a vital interest in. More than 20% (or 43,000) of our share owners (who total more than 212,000) live in the Rochester area. And about two-thirds of the 69,000 U. S. Kodak men and women work in Rochester divisions.

The program starts just a few hours after our regular annual share owners' meeting in Flemington, New Jersey. Our top executives will fly from Flemington to Rochester in time to face the TV cameras. Included in this jet-age experiment in community dialogue are William S. Vaughn, chairman of the board; Dr. Louis K. Eilers, president; and Gerald B. Zornow, executive vice-president.

Remember: Channel 10, 8:30 p.m. on Tuesday, April 28. And the number to call will be 325-2020. (To give more people a chance to participate, lines will be open from 8 p.m.—a half-hour before air time.)

We value highly this chance to engage in an informative dialogue with you.

