

Kodak reports to the community

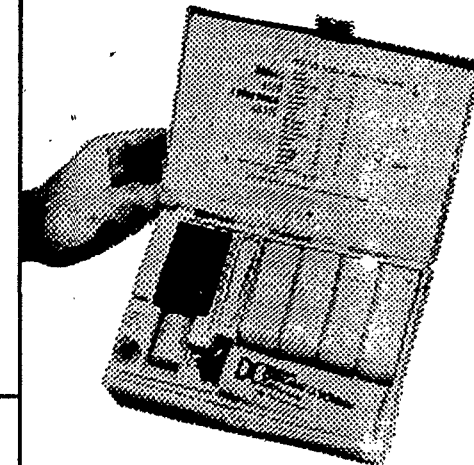
Teachers take Kodak to class each semester.

If you're a teacher in the greater Rochester area, you may already know about Kodak's school services program. And this year, there are more school services than ever to put to good use.

We've added many new helpful teaching aids to the 1971-72 edition of *Services to Schools from Kodak*. There are six new slide-tape presentations, one new movie, and one new exhibit.

Thirteen new pieces of literature include items on photo contests and visual communications, materials about Kodak, and careers in business and industry. There is also a comprehensive guide to the amazing variety of informative Kodak tours.

Rochester area educators may call 724-4842, or write to Community Information, Department 024B, Eastman Kodak Company, Rochester, N.Y. 14650 to get a copy of *Services to Schools from Kodak*.



Fast new "picture" of an infant's health.

While photos snapped by a proud new father provide lasting treasures for the family album, another kind of "picture" can provide medical information essential to the newborn baby's health care.

The new Kodak Chromat/O/Screen analysis kit helps provide a "picture" of what's going on inside a new baby. It can indicate abnormal conditions of body chemistry that could lead to mental retardation unless confirmed by further analysis and treated.

On-the-spot quick, low-cost screenings of blood and urine samples are possible with the new kit. Previously, these screenings usually had to be conducted in a lab.

Other applications of the new process are possible. Screening of blood and urine samples of drug overdose victims can often provide information for the most effective and appropriate type of treatment.

The kit is another example of Kodak's commitment to testing, researching and developing new concepts in the field of organic chemistry. In this case, it's a concept people can live with in good health.

Can a camera really turn a kid on?

Kids with cameras. Taking pictures. Making movies.

Thousands have fun doing it every day—and it's more important than you may think.

For many of these young people, photography has become a deeply meaningful experience.

They have found photography to be a relevant new way to communicate—even for some who have trouble with reading and writing. For some, it has proved to be a first chance to experience success, to discover the kind of self-esteem that life in the inner city can often stifle.

Telling stories with pictures and movies has helped these young people gain new insights into their environment. They begin to understand better the people and places they relate to in their daily lives.

For all these reasons, Kodak and other photographic manufacturers have supported—for the past five years—a special nationwide program to help young people learn to take pictures and develop and print them. The youngsters write the scripts for their movies, shoot the film and edit it. Sometimes they record a sound track, too.

We supported these training opportunities by donating cameras, film, projectors, darkroom supplies and other equipment through the Youth Photography Program of the National Association of Photographic Manufacturers (NAPM). More than 10,000 boys and girls in some 120 community programs across the nation have benefited this year. NAPM selected these programs last spring from the hundreds of proposals submitted.

With this start-up assistance, many of these community photo programs later have become self-sufficient.

Typically, the training is conducted by people in a community organization with support from public and private agencies as well as photographic manufacturers. Photo dealers and professional photographers often help out, too.

In the Rochester area, there are nine programs which work with support from NAPM and Kodak. They are operated by the Baden Street Settlement—New Life Council; Community Education Center (Bronson Avenue); The Journal Youth Training Program; Lewis Street Center; Project Uplift; Southeast Area Coalition, Inc.; West Side Summer Fun Club—Arnett YMCA; Area Youth Ministry (Dewey Avenue); and the Migrant Summer School, at Elizabeth Barclay School, Brockport.

We salute these organizations and share their conviction that youth photography helps young people communicate better and build their self-confidence. Some youth are motivated enough to choose photography as a career. Most will be involved in photography the rest of their lives.

When young people snap pictures or make a movie, there's a lot more to it than recording an image on film. It's good to see young lives being changed for the better by photography—and we are glad to have played a part.



Robert A. Miller of Kodak Marketing Division works with Nuni Ortiz and others at the Lewis Street Center. Bob is one of many dozens of Kodak men and women who give of their own time and professional expertise as volunteer instructors and technical advisors to youth photography programs throughout the land.



Kodak's lost and found department.

Kodak color print and processing laboratories in the U.S. and overseas get their fair share of film orphans. Sometimes the return address on the processing mailer is illegible or missing. Or film gets separated from its mailer en route to the lab. Then, our Film Identification Bureau in each lab goes to work tracing the film owners.

Using postal guides, city directories and atlases, we search for clues to unite wayward film and owner. Auto license plates visible in pictures can be traced. Street signs, direction signs, store signs in other languages can be translated. Sometimes buildings or natural landmarks can be matched to a customer's description of the subjects in his missing films.

At times the results are unexpected. In one film-orphans case, our lab people determined that the picture locale was the Spanish resort town of Benidorm. A car in one of the photos bore a Swedish license plate. We traced the car owner and wrote him. He replied that he hadn't lost any film—but it was his auto all right. It had been stolen. We contacted the Spanish authorities; largely on the basis of this information, the vehicle was found and the thief apprehended.

The Film Identification Bureau is just one more way we give our customers the satisfaction they've come to expect from the name "Kodak."

Kodak