

## Kodak reports to the community

### Hey, young filmmakers... the 1972 Kodak Teenage Movie Awards await you.



Two 18-year olds from Stockton, California, co-produced a 14-minute super 8 color film entitled "Caraway Street," which makes some strong social comments, accented with humor, in a "Sesame Street" format.

They entered the film in the 1971 Kodak Teenage Movie Awards and shared the grand prize, a six week, all-expense-paid course in movie-making at the famous University of Southern California's Department of Cinema.

This same prize, plus a goodly number of other awards in five categories according to age and format, will be sought after again in this year's competition.

When we started Kodak Teenage Movie Awards in 1963, 164 teenagers submitted films. In 1971, there were 1,075 entries. What inspires young movie-makers? One ten-year old told us: "I haven't seen enough people laughing, so I thought I should create a funny film." Another entrant stated: "The Christmas tree was there, so I used my imagination."

Producing a movie for the contest could be a great summer project. We welcome entries from young people in the Rochester area, including those whose parents are Kodak employees.

Deadline for contest entries is September 15, 1972. For details and entry forms write: Kodak Teenage Movie Awards, Eastman Kodak Company, Dept. 841, Rochester, New York 14650.

### This man is not watching TV. He is reading a book.



A book used to be a collection of pages bound in leather. Now paperbacks are widely acceptable. But why not read the words and see the illustrations without paper at all? Like the fellow in our picture who's using our nifty little \$95 microfiche reader. It weighs less than five pounds, makes no noise, and can be used comfortably in broad daylight.

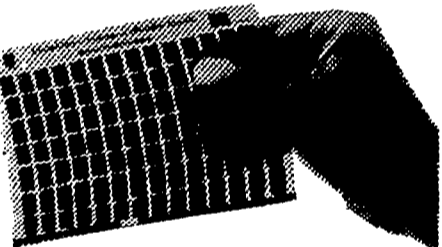
The veritable paper explosion in industry, commerce, and education has helped speed up the long-awaited upsurge in micropublishing, that is, publishing books on small pieces of microfilm.

There are many places now—appliance service counters, airline maintenance shops, libraries—where larger machines are being used to look up detailed information from huge catalogs condensed on microfilm. Constantly updating the information by printing press would not be practical. With microfilm the changes are made only on the master copy.

An 8¢ stamp carries a vast quantity of information in this microfiche form. For example, an aviation manufacturer can now put an entire service and maintenance manual for a jumbo jet on a few dozen 4 x 6 microfiche.

Your daily newspaper will remain just that for a long time to come. But for a book on orchids, or French cooking, or child care, the road from writer to reader could better support the traffic if practically everybody had a microfiche reader.

We're glad if our new microfiche reader helps facilitate reading... and helps spare some trees from the grinder.



### You're invited to the Kodak Gallery when you're in New York City.

More than the usual number of people pass through the lobby of the skyscraper located at 1133 Avenue of the Americas, at 43rd Street.

What attracts the steady stream of both tourists and New Yorkers is a rotating group of exhibits of some remarkable and outstanding photography in the new Kodak Gallery and Photo Information Center.

From July 10th through September 19th, a great range of still and motion pictures will salute the 100th anniversary of the National Parks as well as other photoscenic areas of America.

From September 25th through November 20th, the Gallery will spotlight kite flying, skydiving, soaring, and other aerial activities in a spectacular show entitled "Up, Up in the Air."

If you're going to be in New York before July 6, you can catch the current show: photographs from the Winter Olympics, and a sweeping photo essay on today's American cowboys by Jim Dennis of our Photo Illustrations Division.

There's also a dramatic portfolio of "gold theme" photographs that were in the 50th edition of the Kodak publication *Applied Photography*. This collection, the work of 14 top photographers, highlighted the 50th



Jim Dennis



Bill Reedy

edition of the magazine produced by Bill Reedy in his 13 years as editor. Reedy, a resident of Spencerport, has brought compelling and innovative visual ideas to the attention of commercial photographers, art directors, and advertising managers.

You can visit the Gallery on Mondays from noon till 5:30 p.m. Tuesdays through Saturdays the hours are 10 a.m. to 5:30 p.m. Next time you're in New York, add our Gallery to your list of places to see.

### Last fall, Jim Healy, a Kodak audiovisual specialist, went back to junior high school.

But not as a student. Rather, in an arrangement between Kodak and the City School District, Jim went to work as a communications teacher at the new, experimental Interim Junior High School on Prince Street.

It was a good learning experience for Jim, the students, the other teachers, and us. Communications projects covered still pictures, slides, movies, prose, poetry, tape recordings, and the written word.

Field trips were common, like into the real world of drug overdose investigations at the County Medical Examiner's Office, and to Kodak to chat with visual communications experts, such as Al Landsman, who showed how animated characters are prepared for cartoon movies.

"... Whether the young people were putting together a slide show or a movie," Jim comments, "I emphasized the importance of organizing their ideas into a sequence, with a beginning, middle and end. By learning how to communicate ideas logically through pictures, they learned how to organize their thoughts in every method of communication."

Jim is writing up case histories on these experiences to help us better understand and demonstrate the essential role that photography can play in young people's communications.

But his involvement goes deeper. "I wish every adult were required to spend a period of time in school—something like jury duty... for this school provides a stimulating, exciting environment—for both teachers and students—on a very slim budget."

This helps remind all of us—individuals and industries—of the need to show a concern for what happens in our educational system. Our future depends on it.

