

Kodak reports to the community



Joe DiMaggio
Captain of the winning team, 1973 Kodak Celebrity Golf Classic



Harris B. Tuttle
a pioneer Kodak filmmaker



Gerald B. Zornow
Chairman of the Board, Eastman Kodak Company



Dr. James Milligan
Director of Photography, NASA Manned Space Flight Center



Paul "Bear" Bryant
University of Alabama football coach and 1973 Kodak Coach of the Year



William F. Flack
a vocational education expert at Kodak



Walter A. Fallon
President and Chief Executive Officer, Eastman Kodak Company



Linda Rutledge
America's Junior Miss for 1973



David Jaynes
University of Kansas quarterback and member of the 1973 Kodak All-America Football Team



Tom Decker
Newscaster, Channel 8 News

Watch for them on our latest TV report.

Next Monday night at 7 on Channel 8.

Joe DiMaggio you recognize. But what about Paul "Bear" Bryant? And that young woman wearing the silk sash and the big smile—remember her from somewhere?

You'll see them all, along with many other "stars" from all over Kodak, on the Kodak TV Report to the Community. It's an entertaining, fast-paced half hour that high-

lights Kodak's progress in 1973. Some of our new products and the people behind them. A few forecasts for 1974.

Along with sports and show business celebrities, we're including a few of our own. Like Gerald B. Zornow, Chairman of the Board, introducing the show and paying tribute to all Kodak people. And Walter A.

Fallon, President, in a discussion of Kodak business with Channel 8 newscaster Tom Decker.

This telecast reflects our interest in keeping Kodak people and shareowners informed, as well as our friends and neighbors in the Rochester area. We hope you'll watch.



Lunchtime at the new Kodak Research Laboratories.

In the 750-seat cafeteria that spans Lake Avenue, scientists at lunch mull over the morning's experiments. One last cup of coffee, then back to the lab.

Maybe this afternoon a breakthrough will come that will eventually lead to a better alternative to silver in film. Or to a small refinement in optics. When an idea takes hold, a light will burn late into the night.

We've come to expect breakthroughs from Kodak research. On an average of every three working days, Kodak improves a product. Or introduces a new one.

Perhaps an invention cannot be planned. But Dr. Wesley T. Hanson, Jr., vice-president and director of the Kodak Research

Laboratories, has found that "when you have an objective—and work hard to achieve it—it frequently happens. And it happens a lot faster than you have a right to expect."

It happens, too, when you've been building. But we don't mean just building physical facilities. At the official opening of the new research complex on April 4, we could look back over 62 years of building other things. Like a staff of over 2000 people at the new laboratories alone. Like an invaluable body of scientific knowledge and experience.

Our new multi-million-dollar center signifies more than Kodak's commitment to growth. It's a commitment to Rochester's growth as well.



When the United Community Chest borrows executives, it gives back tomorrow's civic leaders.

For 17 years, Joan Kurtz has been building her professional career at Kodak. But now she's working full-time for the United Community Chest/Red Cross Campaign.

By the middle of May, though, she'll be back on the job as a corporate information specialist at Kodak Office, bringing with her a wealth of knowledge about community involvement.

Like 34 other up-and-coming executives from 18 area firms, Mrs. Kurtz is part of the Loaned Executive program. Now in its second year in Rochester, the program provides the Chest with an influx of dedicated talent for a concentrated eight-week period during the annual fund drive. Each is selected by a company's management, which

continues paying the regular salary.

This year, in addition to Joan Kurtz, six other Kodak executives are participating in the program: Barbara L. Olmstead and W. Thomas Deever from Kodak Apparatus Division; Roger B. Smith from Kodak Office; Wesley E. Tinsmon, Daniel E. Darling, and Wilma C. Priester from Kodak Park.

According to John Wood, Chest associate campaign director, the program benefits the Chest, the executive, and the company involved. But beyond that, it provides human services for the community as a whole. Not only will the program help raise more funds more efficiently for today's community needs, but it also helps develop civic leaders for tomorrow's.



Beyond the textbooks, a dialogue.

William Wortham, a personnel placement counselor at Kodak Park, tells it as it is when he's talking with black students at Henrietta's Sperry High School. "Take advantage of your high school opportunities . . . develop your own true sense of direction . . . and pursue excellence," he urges.

Along with two other black professionals from Kodak—Gwendolyn Young and Charles Wilson—he's trying to give the students a realistic look at how the working world works, and to help them become good productive citizens by preparing themselves for further education or meaningful employment.

During the past two years, they and others from Kodak have engaged the students in uninhibited, unstructured dialogues, which have led to relationships of mutual trust. But while acting as counselors, they've become something perhaps more important—examples of minority men and women who are successful.

Thomas Kurzrock, guidance counselor at Sperry High, has a word to sum up the impact of the program.

"Tremendous!"

