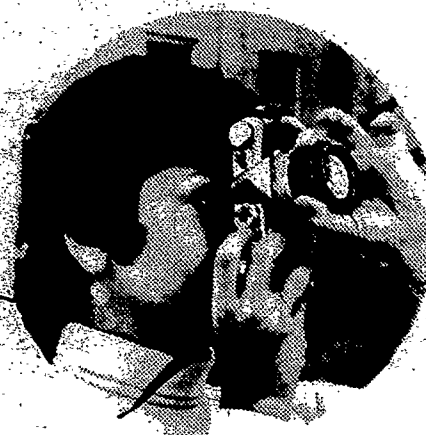


Kodak reports to the community



Kodakery's managing editor grants her first interview.



Every week Linda Lovely helps publicize countless Kodak people. Now it's her turn to go on record.

"I'm prejudiced. I think this is one of the few writing jobs where you can be a generalist. One day you interview Kodak's president, Walter Fallon, the next a radiologist. Then you're off to Colorado to cover operations there. You get to know people from all over Kodak."

An Iowa native who majored in journalism at Northwestern, Ms. Lovely began her career in Chicago as a travel magazine writer. After a short stint in advertising, she landed a Kodakery job in 1970. Last February she was promoted to managing editor.

At Kodakery, a weekly publication with a circulation of 68,500 for Kodak employees and retirees, Ms. Lovely, along with editor-in-chief Ron Wiley, supervises a staff of nine, including two photographers and four other writers.

"It's important not to trap the writers in one particular beat, but to assign them fresh challenges."

What about Kodakery's purpose?

"People spend 40 or more hours a week on the job—that's a big chunk of their lives. So what happens here is important to them. Kodakery covers the news in a way that relates a person's work to the total company effort. We show how Kodak people depend upon each other to do their jobs and how customers depend upon our products. We also keep people up to date on company benefits and opportunities."

And looking ahead?

"Well, we've outgrown the yearbook approach. When you cram an article with names, titles, and faces the size of postage stamps, nobody pays much attention. So we're focusing on more interesting story angles—not just saying who, but what and why. I'd like to see more discussion of ideas, too. And more humor."

How does she feel about being interviewed?

"To tell the truth," she laughed, "I'd rather ask the questions."



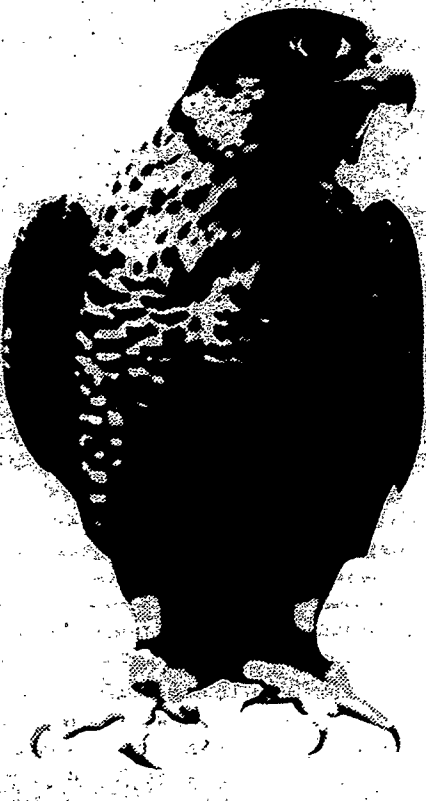
Rochester Press-Radio Club president Jack Palvino of WBBF with Larry Brumfield and Chris Jones, students at the School of the Holy Childhood, and principal Sister Seraphine.

The real winners of the Kodak Celebrity Golf Classic won't even tee off.

Mentally handicapped kids. Physically handicapped kids. All kinds of kids with all kinds of problems. They're the ones who really come out ahead. Because the money raised on September 28 will go to local children's charities.

Although this is only the second year of the Classic, the Rochester Press-Radio Club has been conducting money-raising events for the past quarter century. According to Jack Palvino, Club president and WBBF-Radio personality, "Last year we decided to hold the Kodak Celebrity Golf Classic on a one-shot basis to see if it could result in some funds being donated to local children's charities. We were able to provide several thousand dollars to these charities, and we were so encouraged by this that the decision to try a second tournament was an easy one to make. We're expecting even better results this year."

Oak Hill Country Club is once again providing the course, site of two previous U.S. Opens. The Western New York Branch of the Professional Golfers Association (WNY-PGA) will again participate.



We care about his survival.

Our interest in society often leads us down unusual paths, because we've found that living in harmony with our neighbors and our environment has long-range benefits. Not just for us as a corporation, but as individuals who share this planet with billions of others.

It's not simply the plight of one falcon that concerns us. Since the middle of the 17th century, 220 species of birds, mammals, and reptiles have lost the fight for survival. Today, over 700 species are threatened with extinction. And each year, another one vanishes forever.

Recently, Kodak and the Zoological Society of San Diego cooperated to produce an 18-minute motion picture to help call public

attention to the condition of endangered animals. "We Called Them Brother" is being shown by schools, libraries, civic organizations, and other groups. Narrated by actor James Stewart, the film recounts the animals' struggle for life, and shows the "islands of survival" created in zoological gardens, wild-animal parks, game reserves, and national parks around the world.

If your group would like to borrow a 16mm optical sound print free of charge, please write Department 396, Audiovisual Library, Eastman Kodak Company, Rochester, N.Y. 14650.

We're very pleased to offer this film for a very good cause.

The format remains the same. Fivesomes will comprise a show business or sports celebrity, a WNYPGA member, and three local amateur players. Each amateur will donate \$250 to charity as a "greens fee."

The Press-Radio Club expects 36 celebrities to be on hand, including Joe DiMaggio, who headed last year's winning team. You can also look for "Lefty" Gomez, Carmen Basilio, Allie Reynolds, Bob Cousy, Jackie Coogan, and "Pee Wee" Reese.

Spectator tickets will be available from Press-Radio and Rochester-area Rotary Club members, civic organizations such as the Lions Club, Rochester-area banks, and Kodak employee recreation clubs.

See you in the gallery.



Here are two Kodak publications that you might find interesting or useful. If you'd like a complimentary copy of either of them, just let us know.

1974 Index to Kodak Information. An up-to-date list of 800 Kodak publications. This 34-page index will help you find books, guides, or pamphlets on photographic topics of interest. Write: Department 412-L, Eastman Kodak Company, Rochester, N. Y. 14650. And ask for #L-5.

Your Programs from Kodak. A 34-page catalog describing the free movies and slide shows available on loan to groups who want entertaining and interesting shows about travel, photography, sports, and other exciting subjects. Write: Photo Information, Department 841, Eastman Kodak Company, Rochester, N.Y. 14650. Ask for #AT-1.

