

Kodak reports to the community

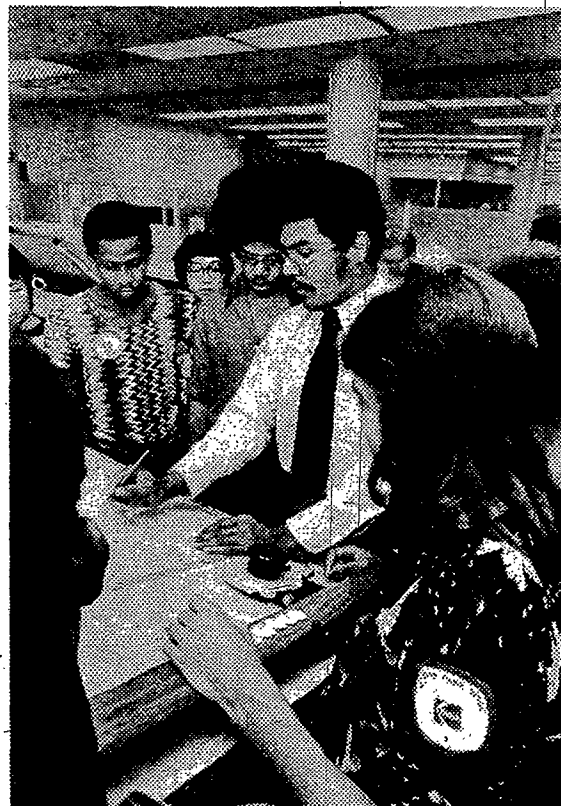
**What's an engineer?
We gave these high school students two weeks to find out.**

The demand for new engineers still runs high, in contrast to many other fields. And, according to most industry estimates, will for the next decade. It's a good field for those good at math and science. But it's been a tough field for minority individuals to enter. Partly because many capable students never know about the challenges and rewards an engineering career offers.

The Engineers' Council for Professional Development decided to do something about that. And we decided to help them—by

funding a program called Minority Introduction to Engineering (MITE).

So again this summer, we sent 80 high school students to college—half of them to Rochester Institute of Technology, and this year half to Purdue University. For two weeks, they really crammed. Just about everything was covered: electrical, industrial, mechanical, chemical, and civil engineering; hands-on laboratory experience; computers; mathematics; chats with indus-



Edward White, Kodak Park Engineering Division, explains layout of an air system to MITE visitors at Kodak Park.



RIT Professor Robert Snyder, Director of the MITE Program, demonstrates lab equipment during class.

trial representatives; field trips; and forums on planning for college. While they lived on campus and studied, we picked up their expenses for room and board, transportation allowance, and supplies.

It was an investment in their futures. And in our own.

For Jim Blamphin, our employee benefits program really hits home.

When Jim Blamphin first began writing about Kodak's benefits program five years ago, he wrote about rules and statistics and legal requirements.

More recently, he's discovered what benefits mean to people.

Late last year, Jim's wife, Bonnie, was hospitalized eight days for a knee operation. It cost him nothing. The Kodak Basic Health Care Plan paid the whole bill. Perhaps ironically, it was Jim who handled publication of the Plan guidebook for employees, several months earlier.



"We have four children, a rural home with a mortgage . . . in fact, most of the obligations many young couples have these days.

"It's reassuring to know that Kodak benefits provide protection for all of us in case of sickness, or in the event I become disabled, or in case of death."

As an editor in *Employee Publications*, Jim knows about the company's concern for its employees. He knows, for example, that for every dollar paid for time worked, Kodak pays another 50¢ for various employee benefits, such as vacation, sickness allowance, holidays, and wage dividend, for its men and women. For people.

Benefits?

Ask Jim Blamphin about them.



A little knowledge is an expensive thing.

Everyone knows how much harder it's getting these days to put a youngster through college. What is Kodak doing to help?

Our help is scholarship monies ranging from \$500 to \$3,000 paid annually to scholastically qualified sons and daughters of Kodak people. The program has just been introduced—and it is expected that approximately 20 scholarships will be awarded for the 1976-1977 school year. By 1980, more than 100 youngsters will be benefiting.

Kodak doesn't do the judging or awarding. That's done by the National Merit Scholarship Corporation, an independent, nonprofit organization that identifies and honors exceptionally talented high school students throughout the land. They also determine the amount of each award according to financial need.

To qualify, a high school student takes the Preliminary Scholastic Aptitude/National Merit Scholarship qualifying test given in each high school in October of the junior year. Parents who want further details can get them from the training department in their plant's Industrial Relations Division, or at their youngster's high school.

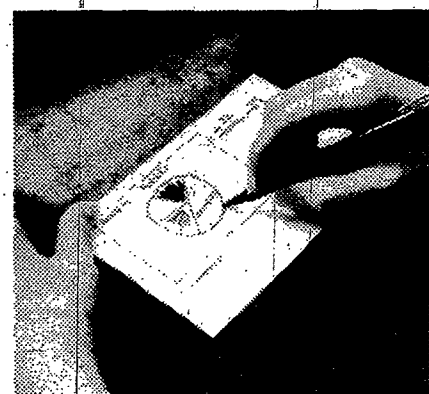
This scholarship program is the newest component of Kodak's long-established program of aid to higher education. Other components are tuition refunds for Kodak men and women, direct grants to colleges and universities (including all seven Rochester-area schools), and educational leaves of absence.

Why divert some of our hard-earned cash towards higher education? Because firms like Kodak need a continuous, strong supply of talented, educated employees in order to thrive.

That's why we want to do our share . . . and more.

How to give a better-than-offhand talk without being a showman.

1. Think about your audience. What do they have in common? Why are they coming? What do they know and want to know? What do you want to accomplish or change with your message?
2. Get a pack of 4" x 6" index cards.



3. Draw a large box in the upper left-hand corner of a card. Inside, draw a crude sketch of what comes to mind when you concentrate on one of your principal points. It may be a chart, clipping, symbol, diagram. Or a photo of a person, place, or thing. Underneath state the point in as few words as needed to cue yourself.
4. Do a similar card that leads into the thought you've just expressed. Then do one that follows the first. Keep going like that.
5. When you run out of ideas to tack on ahead or behind, think of important points that haven't fallen into sequence yet. Make cards for them.
6. Always work up the sketch before the words.
7. Arrange the cards on a table in a logical order.
8. Get critical. Is the development too plodding? Would another arrangement liven up

the beginning and the end? Which cards should be tossed out? Where are you skipping too fast? Are you trying to pack too much into a single card? Make out the additional cards you need.

9. Get practical. Some of your sketches would take too much time and art talent to turn into presentable slides. Substitute.

10. Rehearse. Pretend your sketches are slides on the screen. Speak from the cues you've written underneath.

11. Decide whether you've got too much or too little material. Act accordingly.

12. Now you're ready to prepare your slides. If you want some additional free advice, write for our booklet "Slides with a Purpose." Dept. 412L, Eastman Kodak Company, Rochester, N.Y. 14650.

13. You're on!

14. You're great!