

**Kodak reports to the community**



**Is youth wasted on the young?  
You'll never hear that from Kodak.**

This space is dedicated to the simple proposition that trees grow pretty much the way twigs are bent.

That's not corporate policy filtering down through the company. It's a reflection of the way so many Kodak people feel. And why they give so freely of their talents and energies. Simply stated, young people have needs, so someone has to make commitments, get involved, and support needed programs to help make things better.

Every year Kodak people dedicate thousands of hours to helping young people do something for themselves... from grade school through college, all over the world.

But, recently, when we tried to pinpoint exactly how they get involved, you know what? We couldn't. Because there's no single Kodak department conveniently labeled "Youth."

It's easy, on the one hand, to identify something like the Kodak Park Activities Association softball program. Here we can cite specific numbers: 2100 girls and boys, ages 11-15, playing on 120 teams in 15 leagues.

On the other hand, how can you measure the effects of one photography booklet touching the imagination of one curious child?

That's why the programs briefly outlined on this page can only hint at what we at Kodak are doing for young adults.

1. Employment counselor Bill Golden of Kodak Park explains a manufacturing process to a Sperry High School student at one of many special local career programs sponsored by our School Services people. The daylong event, titled "Kodak People Present a Piece of Their Action," was designed to make students aware of technical career options in industry.

2 & 3. Since 1944, Kodak Park Activities Association has run a summer softball program for youth of Monroe County. About 2100 girls and boys participated this summer, learning to play the game and to run their own teams. With adult help, but without adult interference, according to Robert Kuhn, director of the project.

4. Teens On Patrol is another Kodak-sponsored summertime program. One objective is to improve communication between the police and one hundred young men and women (TOPs) hired each summer to work at playgrounds and swimming pools throughout the city.

5. One way we recognize excellence in young women is through national sponsorship of America's Junior Miss. Not only the scholarship program, but also the photographic competition. It was won this year by Gayle Walker, left, Alaska's Junior Miss. Our prize: a \$1,000 scholarship.

6. Junior Achievement members and advisors meet with Jim Bruce (right), vice-president and director of Corporate Relations, to go over the annual report of a JA company. Kodak invests money and Kodak people volunteer their spare time and talents to work with seven Rochester-area Junior Achievement companies of teenagers.

7. Sometimes a picture is worth a thousand dollars. That's top prize in the Scholastic/Kodak Photography Awards, one of many photographic projects for young people sponsored nationally by Kodak. This picture was worth a cash prize and an award of excellence to David Crosier, age 14.

8. Professor Robert Snyder (center) explains a steel tension test to some high school juniors who recently participated in Minority Introduction to Engineering (MITE) at Rochester Institute of Technology. MITE helps illuminate various fields of engineering, what the jobs are, and what college requirements they take. Besides involvement with MITE field

trips, we fund part of the program under the auspices of the Engineers' Council for Professional Development.

9. The technology behind Kodak instant cameras and film was the highlight of the Kodak exhibit at the fourth annual-science fair of the Science Teachers Association of New York State, held this year at St. John Fisher College. The two-day event helps students become more aware of career opportunities in science. Kodak also gives awards at over 200 science fairs throughout the country for best use of photography.

10. Don Conant handled nearly 10,000 letters and phone calls last year—many from students seeking career information or help with class projects and science fairs. An administrative services editor in the Corporate Relations Department, Don here discusses a query with Dolores Stover, who heads the section.

