



Letters
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Kodak reports to the community



Working for Kodak can be an education.

So can working with Kodak.

There's a great deal more to Kodak's educational involvement than just an offering of slide shows and field trips.

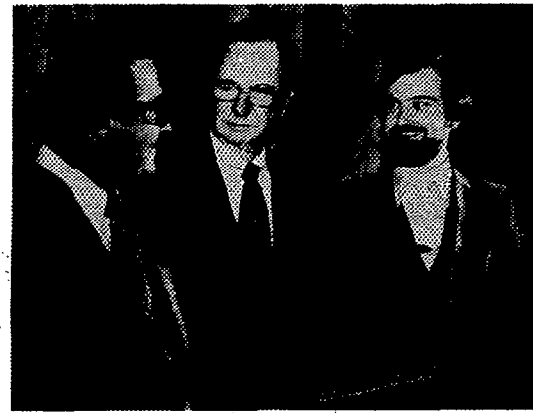
And, while it's extremely important to give financial support to colleges and universities (we contributed \$4.9 million last year), we don't expect money to do the job people should. It can't.

As Gwendolyn Young, who coordinates many of Kodak's school services expressed it, "We at Kodak recognize the importance of business and education working together—for the good of students. One strong area of need is certainly career awareness. Our school services program, work-study activities, Explorer Posts, and special teacher seminars strive to meet that need by creating opportunities for both students and educators to broaden their understanding of the careers available in the business/industrial world. For example, special seminars have been developed at Rush-Henrietta to allow high school students the opportunity to meet Kodak engineers, scientists, technicians, skilled trades people, computer experts. The emphasis is on career goal setting and on what different jobs require—largely math and science—at high school levels and beyond."

Such seminars and specially tailored plant field trips are free for the asking to local secondary-school educators. So is a booklet, *Services to Schools from Kodak—1977*, which provides teachers with ideas for fresh learning experiences and career information for their students. To receive it, or get answers to questions, write Corporate Information, Eastman Kodak Company, Rochester, N.Y. 14650.



Jack Risewick, Kodak Apparatus Division, left, and Gwendolyn Young of Kodak Office, right, meet with Peggy Postell of Rush-Henrietta School District to plan in-school seminars for students on career preparation and options available in industry today.



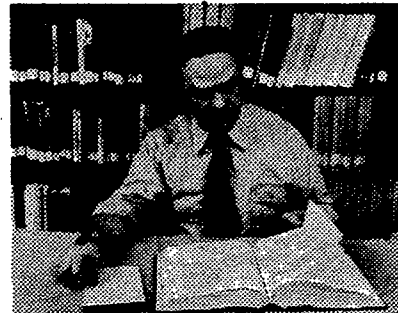
The president of Clarkson College, Dr. Robert A. Plane, center, meeting with Warren R. Lewis, secretary of Kodak's Financial Aid Committee, and Frank R. Johnson, right, product engineer at Kodak Park and Clarkson alumnus. On the occasion of Frank's fifth year with Kodak, Clarkson received \$3,000—among other Kodak grants.

And that's just the beginning.

Kodak is sharing the responsibility of educators in a number of other ways, too. We sponsor and counsel Junior Achievement groups, so teenagers can learn about economics and business by actually managing a company. More than a dozen Explorer Posts at Kodak facilities allow interested youths to get hands-on experience after school or in the evening in various technical careers.

If you work for us, we work for you.

Our Tuition Aid Program last year alone encouraged around 3,700 men and women in the Rochester area to pursue further education while holding full-time positions with Kodak. 100% of the tuition is refunded for job-related



Dave Hancock, a manufacturing engineer at Kodak Apparatus Division, spends his free time studying. He's one of many full-time employees working for bachelor's or advanced degrees by attending evening classes, with all his tuition costs paid by Kodak.



Valerie Kellogg, daughter of Mr. and Mrs. Jack E. Kellogg, about to head back to the University of Virginia for her second semester, is one of thirty 1976 Kodak-sponsored National Merit Scholarship winners.

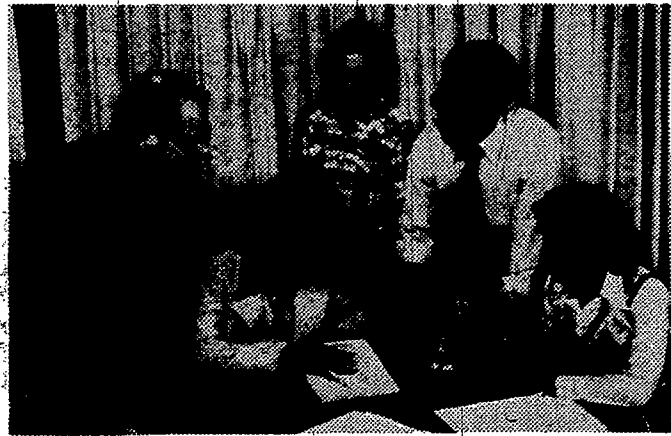
courses satisfactorily completed at an approved school.

Sons and daughters of Kodak people across the United States get a crack at special scholarship aid. Last year, thirty high school seniors qualified in competition to earn Kodak-sponsored National Merit Scholarships, ranging from \$500 to \$3,000 annually.

In addition, we offer more than 500 job-related training programs within the company for Kodak men and women, including remedial reading and basic high school equivalency courses.

Our thanks-giving.

Unique to us, perhaps, is our way of saying "Thanks" for a good employee. Kodak contributes to the college or university which developed the skills of each employee who graduated and joined Kodak within five years. The payments, made in the fifth year of employment, are \$750 per academic year completed at privately supported institutions, and \$250 per academic year to institutions that are publicly supported.



Junior Achievement teenagers get advice on managing their company from Kodak advisors Gordon Rugg, left, and LaMar Ruffin, two of some thirty-plus Kodak people participating in the JA program.

