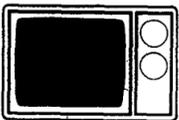


# Kodak reports to the community



## Give us half an hour, and we'll show you a year.

Kodak Reports to the Community on Tuesday, April 26, at 7 p.m. on Channel 10. Tune in.

See why 1976 was an exciting year for us—one that saw continued progress for Kodak. In addition to a message from our board chairman, Walter Fallon, and an interview with Colby Chandler, Kodak's new president, the program will take you inside our plants in Rochester; Windsor, Colorado; and Kingsport, Tennessee for a look at our operations there.

Can film help make a better hamburger?



Find out by viewing the telecast. To show how our products meet people's needs, we'll whisk you to an environmental lab in Las Vegas, to a fast-food franchise in Kentucky, and to the Jet Propulsion Laboratory in Pasadena. We think you'll be surprised by some of the unusual ways in which people are benefiting from Kodak products.

We'll also acquaint you with a new international language that is minimizing the need to translate Kodak service manuals into other languages for overseas use. And you'll get a close look at consumer

products announced a couple of weeks ago. You'll also meet the most photographed girl in the world, some Kodak people who earned worldwide recognition, and interesting folks who took Kodak plant tours last year, including members of a Model A Ford club.

We think you'll enjoy the places, the faces, and the accomplishments as Kodak reports to the community, the same day we report to our shareholders. Remember to watch Channel 10, Tuesday, April 26, at 7 p.m. You may see some of your friends and neighbors.



Claudette Jones and Bob Crouse, both of KAD, begin their stint as loaned executives to the Community Chest at the Al Sigi Center.



Ray Hicks (center), head of Photographic Services, Kodak Research Laboratories, inventories supplies for the Red Cross disaster van with other members of the team.

### Help wanted.

Three Kodak people have a special interest in the success of the United Community Chest/Red Cross Campaign, which helps support more than 150 local human service agencies.

The first two, Claudette Jones, supervisor trainer, Industrial Relations, and Bob Crouse, accountant, Business Services, both from Kodak Apparatus Division, are loaned executives who will work for the Chest for two months on this spring's fund-raising drive while Kodak pays their regular salaries. Along with 44 other men and women borrowed from the Rochester business community (eight of them from Kodak), they are prepared to work additional hours and midnight shifts, to deliver presentations to groups, and to assume goal-making responsibilities for the divisions to which they will be assigned. Their donated time helps to keep Chest administrative costs down. That kind of effort makes the dollars you contribute go farther.

Ray Hicks, head of Photographic Services at Kodak Research Laboratories, has a

completely different reason for wanting this year's campaign to be successful. He sees your contributions in action—right on the front line. Ray is co-chairman of the Disaster Action Team (DAT) of the local chapter of the American Red Cross. The unit, made up of 20 volunteers, provides immediate emergency service to disaster victims on weekends and after normal Red Cross business hours.

Ray and his team have aided victims of numerous house fires; set up temporary school housing during a power failure; conducted searches to retrieve medicines, eyeglasses, and other necessities belonging to elderly evacuees; located emergency housing for many families whose homes were damaged by fire or floods; and provided beds, blankets, and helpful advice to people stranded during blizzards.

This year's United Community Chest/Red Cross goal is \$16,035,680.

If all of us will be half as generous with our money as Claudette, Bob, Ray, and thousands of other volunteers are with their time, that goal will be reached. Easily.



### Education's going to the kangaroos. And other animals.

A concept utilizing a series of cartoon-type animals reproduced on microfiche and viewed on a Kodak Ektalite 120E reader has become a practical way for teachers to evaluate students' learning skills in elementary-level mathematics.

The program, developed jointly by the Business Systems Markets Division of Eastman Kodak Company and the Educational Testing Service of Princeton, N.J., is called DICOM. Results help teachers evaluate students' levels of comprehension and pinpoint areas that require additional instruction.



Dr. Helen Lisson of Kodak Research Laboratories oversees DICOM Testing Program being used by second-grade students.

The Kodak individual testing program is now being demonstrated in the New York, Chicago, Los Angeles, San Francisco, and Dallas-Ft. Worth areas. Thanks to the leadership of Dr. Helen Lisson, Kodak Research Laboratories, and the assistance of the faculties and students of cooperating Rochester-area schools, the DICOM concept has been carefully defined and verified. Test items were validated by 2,000 students in 14 states. An additional 2,500 students in metropolitan Rochester and New York, New Jersey, and Pennsylvania also participated. Results showed the program to be extremely effective, highly workable, and enjoyable for the students.

If you'd like more information about the DICOM Program, please write to: Community Information, Department 024B, Eastman Kodak Company, Rochester, N.Y. 14650.

