



## We help make education a learning experience.

Supplementing the efforts of area educators has been an important part of Kodak's history for many years. Our School Services Program, in operation since the 1940's, links Kodak's resources with the community's classrooms, forming a broad system of career guidance assistance. For example:

- Every year hundreds of Rochester students tour Kodak plants.
- They listen to career talks presented in schools by Kodak people.
- They read Kodak publications on career opportunities in business and industry.
- And they watch audiovisual shows we've produced, to help them prepare for the challenges provided by the world of work.

Our "Services to Schools" catalog describes a variety of literature, audiovisual aids, and photographic resources available to educators through Kodak.

And, in cooperation with the Industrial Management Council, Kodak participates in specialized programs like PRIS<sup>2</sup>M (Program for Rochester to Interest Students in Science and Math), which provide additional motivation to students seeking careers in math, science, and engineering—areas of critical importance to high-technology companies.

George Eastman believed that the progress of the world depends almost entirely upon education. We believe that the progress of education depends on the continued support companies like Kodak, in cooperation with other community organizations, provide.



Doing more than meets the eye.