

Helping community with photographs is topic of new Kodak "how to" book



Pictures speak as loudly as words. The picture is included in a new book, "Help Your Community... through Photography," published by Eastman Kodak Company. Picture of two children is by the National Foundation.

ROCHESTER, N. Y. -- A housewife in Rochester made super 8 motion pictures of motorists passing school buses that had stopped to pick up children. The movies were shown on television to create awareness of the danger and prompted a police crackdown and school bus safety week.

A community group in Champaign County, Illinois, made a slide show to illustrate that large, garish advertising signs detracted from the area's appearance. The cities of Champaign and Urbana subsequently passed sign ordinances as a result.

A California branch of the American Association of University Women prepared photographic presentations on art history and showed them in elementary schools. They enriched the children's understanding of art and of past civilizations.

Wounded veterans, chronically ill persons, physically and mentally handicapped children and adults participate in "rehabilitative photography" programs in New York City hospital with the help of about 100 volunteers. Photography is both recreation and therapy

for the long-term patients.

These are examples of ways in which people use photography to improve their communities and the lives of their citizens. Scores of such examples are included in a new Eastman Kodak Company publication, "Help Your Community... through Photography."

The 160-page book, dramatically illustrated with more than 300 color and black-and-white photographs, is a "how to" textbook for persons and organizations wishing to use the photographic medium to communicate, publicize, raise funds, recruit or train volunteers for public service.

"The book is a tool -- a 'how to' manual -- to show the reader how he or she can use photography in various forms to help a community or a public service group in a variety of ways," said John Stampfli, Kodak publications editor who compiled the photographs and wrote the text. "In addition, we are providing recognition for individuals and organizations that have made their communities better places to live."

"Help Your Community... through Photography" includes chapters that explain what photography can do, how to select the right camera and film, tips on taking effective pictures and movies, special techniques and equipment, picture stories, slide and movie presentations, how to survey community resources and problems with photography and how to ob-

tain results with photographs in the print media, at photo exhibits and in other ways.

The book features numerous examples of how photography has worked for government agencies, health and welfare organizations, civic groups, youth programs, businesses sponsoring civic activities and individuals with a concern for their communities.

"The book makes it clear that you don't have to be a professional photographer with expensive equipment or intensive training to have an impact with photography," Stampfli said. "For example, one chapter is entitled 'A Shoestring Budget,' and it includes a number of tips on stretching the photographic dollar."

As the book's introduction explains it:

"Most of the pictures in this book were made by people who already owned a camera and used it primarily for travel pictures, birthdays, weddings and at holiday time -- social workers, teachers, students, volunteers, housewives, program coordinators, engineers, development directors, lawyers, public relations personnel, etc."

Because of today's cameras are so easy to use, the book says, novice photographers can make significant contributions to the picture needs of social service agencies and civic groups. Many organizations use pictures made by staff members and volunteers to supplement the work of

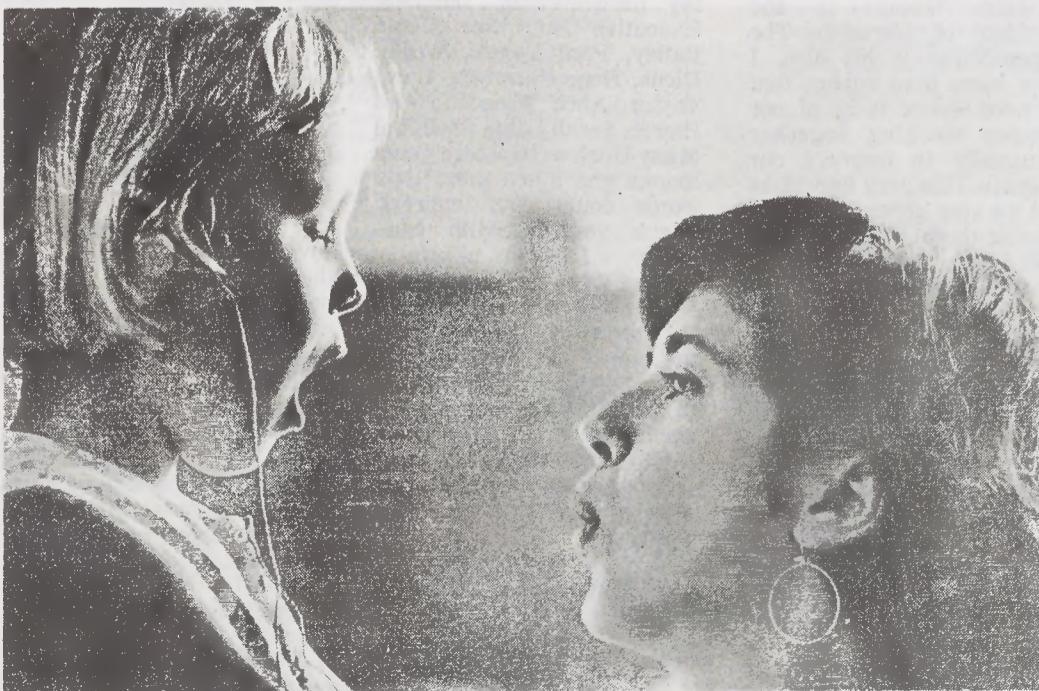
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A fireman with ice-crusted helmet is the subject of a Salvation Army photo published in the Kodak book, which aids individuals and organizations wishing to use photography for public service.



Photo of child and teacher, one of 300 in the Kodak book, was taken through a glass table.



Bridging a communications gap, a child with hearing and speech difficulty finds help from a sensitive teacher in this photography by United Way of America.

TWIG newsbriefs

NEW COMMITTEE

A special ad hoc committee to study required convocations has been set up by President John Weems. Dr. Allen Burreis will chair the committee, with Dr. David Lynch, Mrs. Carolyn Grubbs, Mrs. Fran Vandiver, Dr. Bernard Cochran, Eleanor Hill, Beth Kimball, Sherri McGee, Sue Tripp, and Suzanne Martin serving as the other members of the group. The committee was invited to attend the faculty meeting on December 8 to hear faculty discussion on the subject they will study. Dr. Weems plans for the committee to help in "charting the course for

future convocations."

BOOK SELLS

Ami Pierce reports that approximately 650 copies of *Our Bodies, Our Selves* were purchased by members of the student body in the recent SGA-sponsored book sale. The text, which originally sold for \$2.95 in paperback, was made available to Meredith students for \$1.00 through the efforts of Miss Elizabeth Wilson and the Wake County Health Department.

The books are not expected to arrive until after the Christmas holidays.