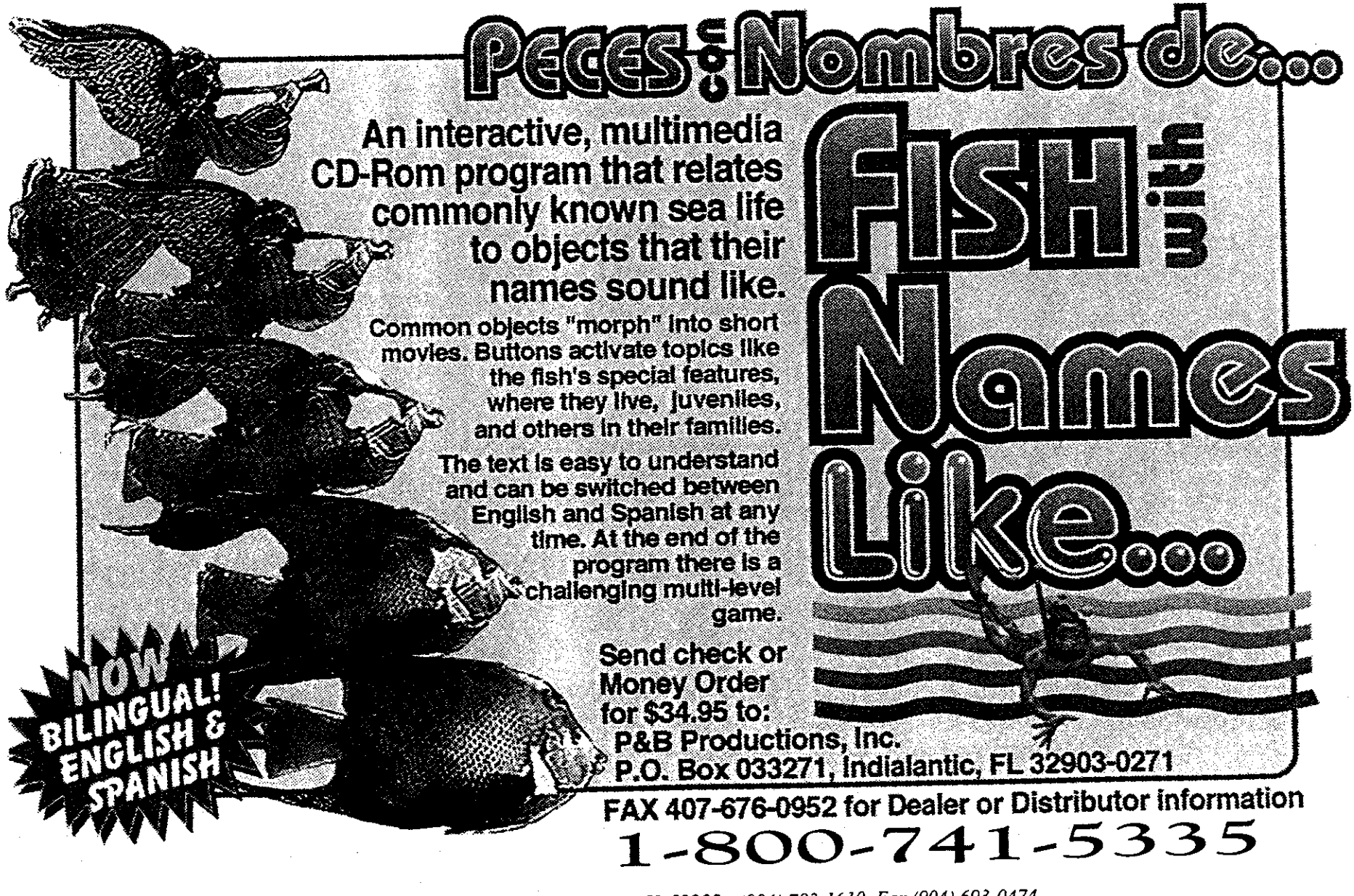
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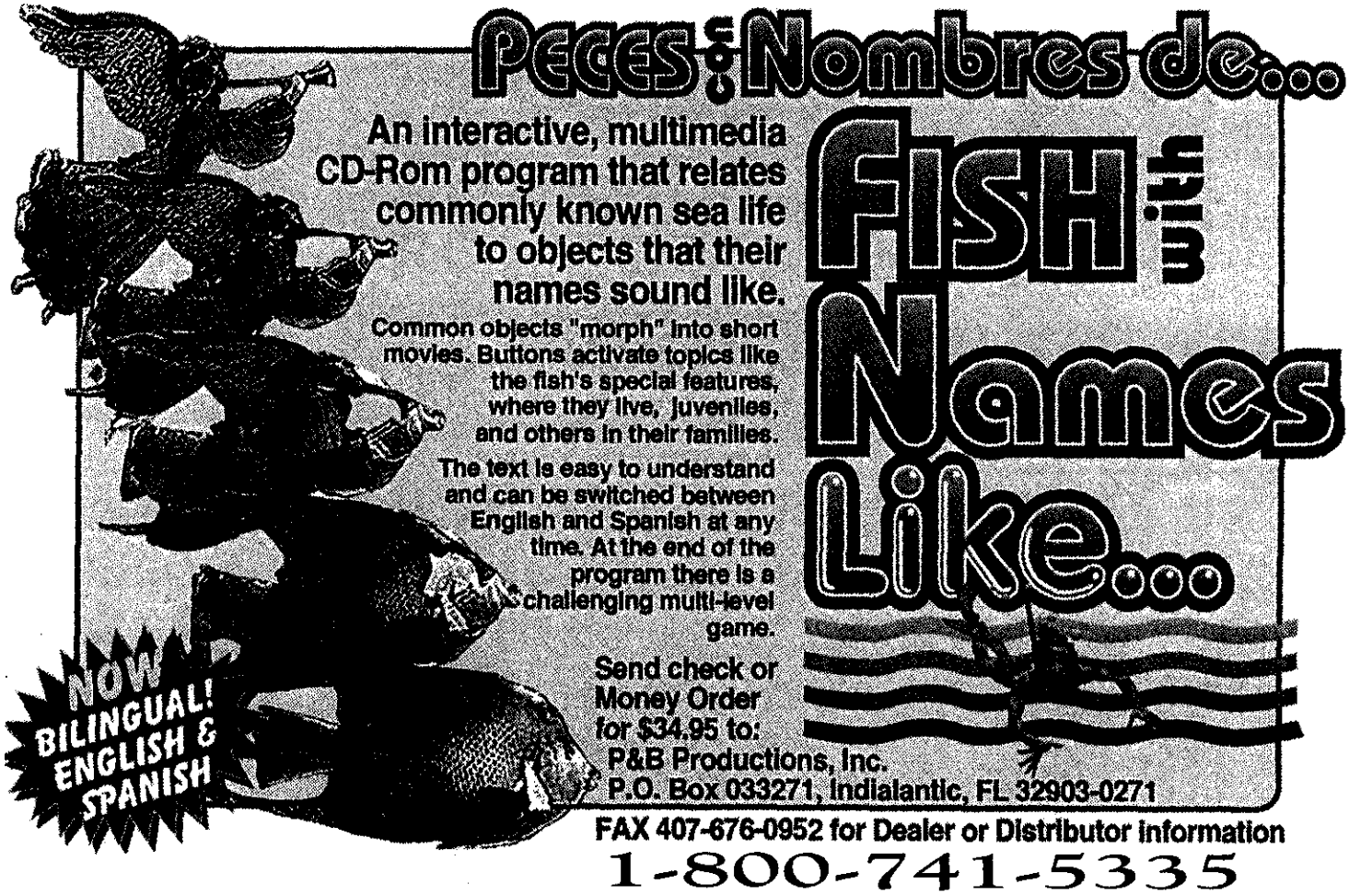
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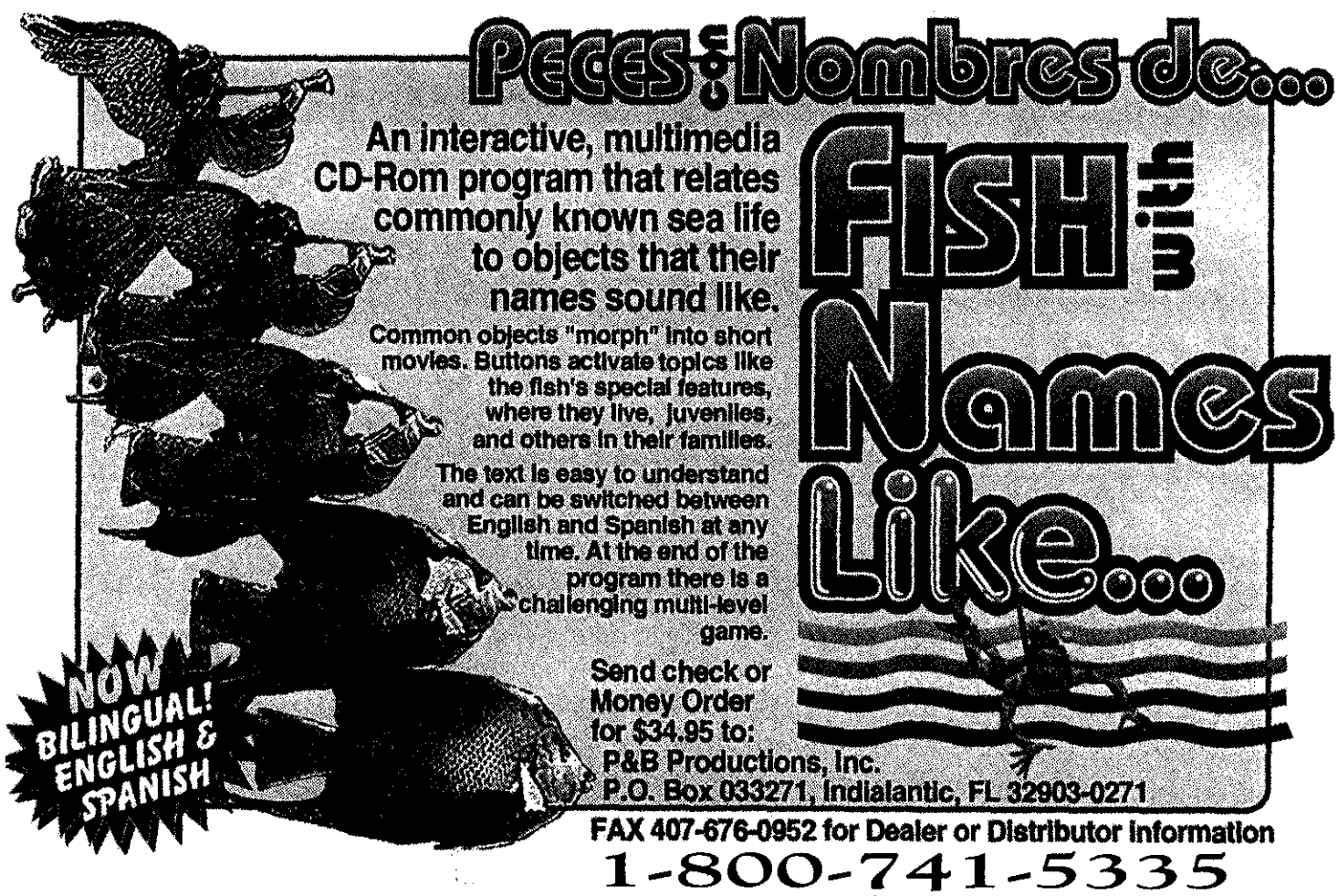
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San Francisco: *Broom & Broom* has been selected by *Tektronix* to develop and design the company's 1997 annual report. The company is a multinational technology leader; its graphic arts products include color printers and proofers. Broom & Broom was selected based on its experience helping clients position themselves using the annual report as a platform.

Lake Forest IL: *Moore Business Communication Services* and *Siegel & Gale* have allied themselves to provide integrated design and fulfillment solutions for electronic and print business statements. Pursuant to the agreement, Moore and Siegel & Gale will cross-sell one another's services to customers — information design expertise from Siegel & Gale and document reengineering experience from Moore.

Bethesda MD: *The Direct Marketing Association* put its stamp of approval on *Jill Tanenbaum Graphic Design & Advertising*. The design firm is creating an updated corporate identity, logo and letterhead for the association, as well helping to launch an ad and direct mail campaign, developing a tradeshow booth, creating an image brochure and organizing a web site.

Boulder CO: *Walker & Lee Advertising and Design* expanded its microbrewery client list to include *Coast Range Brewery* in Gilroy CA; *Estes Park Brewery, Prairie Rock Brewery* in Schaumgurg IL and *Ravens Ridge Brewery* in Fairbanks AK. The firm is developing 6-pack packaging, in-store point-of-sale, wearables, glassware and draught handles.

Portland OR: *Gerh-Schoen Creative* leaves San Francisco for Portland. The firm will continue to provide services to its current Bay-area clients which includes the San Francisco Ballet, The Foundation for San Fancisco's Architectural Heritage and Williams-Sonoma. Heidi Butenschoen is the firm's principal.

Washington DC: A two day course — *Managing Creative Services* — offered by *Dynamic Graphics* promises to "increase the profitability and productivity" of creative departments. The course is led by *Maria Piscopo*, a past president of Visual Artists Association and current teacher at The Art Center College of Design. Sites are Washington DC, August 21-22; Sacramento, September 11-12; Chicago, September 22-23 and Atlanta, November 13-14. Contact: www.dgusa.com or 800.255.8800.

Pittsburgh: *The Graphic Arts Technical Foundation* (GAFT) is offering a book to help build technical vocabulary. *The Glossary of Graphic Communications* is a comprehensive reference book with over 3,500 jargon-free definitions of technical terminology. Among some of the topics are color printing, computer networking, digital technology, electronic publishing, and internet/intranet communications. Contact: 412.741.6860 indicate order no. 1305-3.

South Burlington VT/San Francisco: San Francisco based *Primo Angeli* has scooped up the new *Ben & Jerry's* package redesign program. Ice cream, frozen yogurt, and sorbet product lines are included. The redesign is slated to be in stores in 1998.

Austin TX: Two former *SicolaMartin* employees, Kenan Aktulun and Kyla Kanz, have launched their own multimedia design studio focusing on web site and CD-ROM development. The pair has a dozen years of advertising and design experience. Though only recently unveiling its name — *Olive Design* — the firm has already completed projects for Dodge, Wal-Mart, Shimano Cycling, Karma International and Dell Computer.

Washington DC: *Eastman Kodak* and *National Geographic* have teamed up to launch the Society's *The Complete National Geographic: 108 Years of National Geographic Magazine* on CD-ROM. The CD includes every page of the venerable magazine for the past 108 years, including legendary images, stories and nostalgic advertisements. The alliance includes a "mega-marketing" program in which the Society showcases the Kodak logo "Take Pictures Further" corporate theme on all CD-ROM packages. Also included: a multiyear commitment by Kodak to advertise in the magazine.

Syosset NY: *Stuart Kerner Advertising* is producing advertising and promotional materials for *Aerospace Lighting Corporation*. Based in Holbrook, the client is a leader in advanced aircraft fluorescent lighting systems and components.

Cleveland: *Stein & Company* has spun off a new company *Digital Navigation* to help companies put their web sites to work. The creative team includes corporate marketing counselors, web designers, computer technicians and graphic designers. Clients include GE Lighting, Sherwin-Williams, BP Oil, and Horton Crossbows.

NATIONAL GEOGRAPHIC SOCIETY **News**

TAKE PICTURES. FURTHER.™

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CONTACT
Eastman Kodak Co.
John LaBella
(716) 724-6891
jlabella@kodak.com

KODAK AND NATIONAL GEOGRAPHIC FORGE BRAND-MARKETING ALLIANCE

For Immediate Release

WASHINGTON — Photographic giants Eastman Kodak Company and the National Geographic Society have forged a brand-marketing alliance to launch the Society's *The Complete National Geographic: 108 Years of National Geographic Magazine on CD-ROM.* Mindscape, a leading developer and publisher of consumer software, will market and distribute the CD-ROM collection.

The alliance includes a mega-marketing program in which the National Geographic Society will showcase Kodak's logo and *Take Pictures. Further* ™ corporate theme on all the packages containing the CD-ROM collection. Kodak also will participate in the Society's launch of the product this fall and in follow-up promotion activities, including a co-op sweepstakes that will target millions of consumers nationwide. The alliance also includes a multi-year commitment by Kodak to run advertising in *National Geographic* magazine.

The Complete National Geographic includes every page of *National Geographic* magazine for 108 years. This collection delivers legendary images, stories and nostalgic advertising decade by decade using a powerful search engine. The complete set will be available this fall for an estimated street price of $199.

(OVER)

KODAK (PAGE 2)

"Kodak long has shared National Geographic's passion for pictures, and today our two organizations are on another common path," said Carl Gustin Jr., chief marketing officer and senior vice president of Kodak. "As Kodak goes beyond traditional bounds to innovate products that deliver on the promise embedded in our corporate theme, National Geographic is also breaking new ground. Indeed, *The Complete National Geographic* will enable a whole new generation of people to experience a century of history as it actually happened — much of it 'told' through photography and now made available through the magic of computers. What a wonderful way to *Take Pictures. Further.* What a great effort to reinforce Kodak's brand strength."

National Geographic and Kodak have worked in tandem since Kodak placed its first ad in *National Geographic* in 1908. In fact, *National Geographic* magazine photographers were among the first in their profession to capture action in color on Kodachrome 35 mm film. The first images on Kodachrome film appeared in the magazine's April 1938 issue, and they will come to life again in the new CD-ROM collection.

"This alliance is the ideal integration of two great brands, allowing both to further penetrate new markets — especially the young 'wired' generation of computer users," said Robert Sims, senior vice president, National Geographic Society. "And it is a natural extension of our almost 90 years of shared photographic history."

Kodak is the world leader in both traditional silver halide imaging and digital imaging. With major manufacturing plants in the U. S., Canada, Mexico, Brazil, England, France, Germany and Australia, Kodak markets a range of products in more than 150 countries.

(MORE)

KODAK (PAGE 3)

Those products include: photographic films, papers and chemicals for amateur and professional use; motion picture films; diagnostic imaging film and equipment; digital imaging products including cameras, scanners, sensors and printers; copier-duplicators; microfilm and image management systems. Kodak, headquartered in Rochester, N.Y., employs approximately 95,000 people worldwide.

The National Geographic Society is the world's largest nonprofit scientific and educational organization, whose worldwide membership reaches every country and tops 9 million. The Society achieves its mission through publications, television programs, classroom education initiatives and scientific research. *National Geographic*, its flagship magazine, is read by some 44 million people each month. *The Complete National Geographic: 108 Years of National Geographic Magazine on CD-ROM* is produced by National Geographic Interactive, the electronic publishing division of the Society.

Mindscape, Inc., is a leading developer and publisher of consumer software for the home, entertainment, education and reference markets. Mindscape is part of Pearson, plc, the international media group based in London.

Mindscape is a registered trademark of Mindscape, Inc.

Kodak, Kodachrome and *Take Pictures. Further* are trademarks of Eastman Kodak Company.

#

4/97

October 29, 1997

To Whom It May Concern:

I was the senior editor in charge of photography for the National Geographic Society from March, 1963, to July, 1985. During this period I was responsible for making all still photographic assignments for the Society. Negotiating thousands of contracts with freelance photographers was a key part of my work.

Formal written contracts for the photography of Dr. John Keshishian were never made. At times he submitted photographs for consideration by various editors at the Society. At times the Society supplied him with film and processing in exchange for a first look at the results. Some of these photographs were published and Dr. Keshishian was paid for the one time use of the pictures.

Under the law he, as the photographer, had the right to retain the copyright to all his photographs.

Robert E. Gilka

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3/11/97 NGS Library phone call March 11, 1997 10:30 A.M.

I dialed 1-202-857-7787 and spoke with Susan Fifer Canby.

She did not ask my name. I told her I was writing a book. (True, Mangroves-Trees in the Sea, though I did not volunteer that, nor was I asked) I requested info on coral reefs. I was told they had an extensive number of titles and if I could make an appointment and come to the library, I would be assisted in finding material. I then asked for any titles under author name Greenberg. They found three:

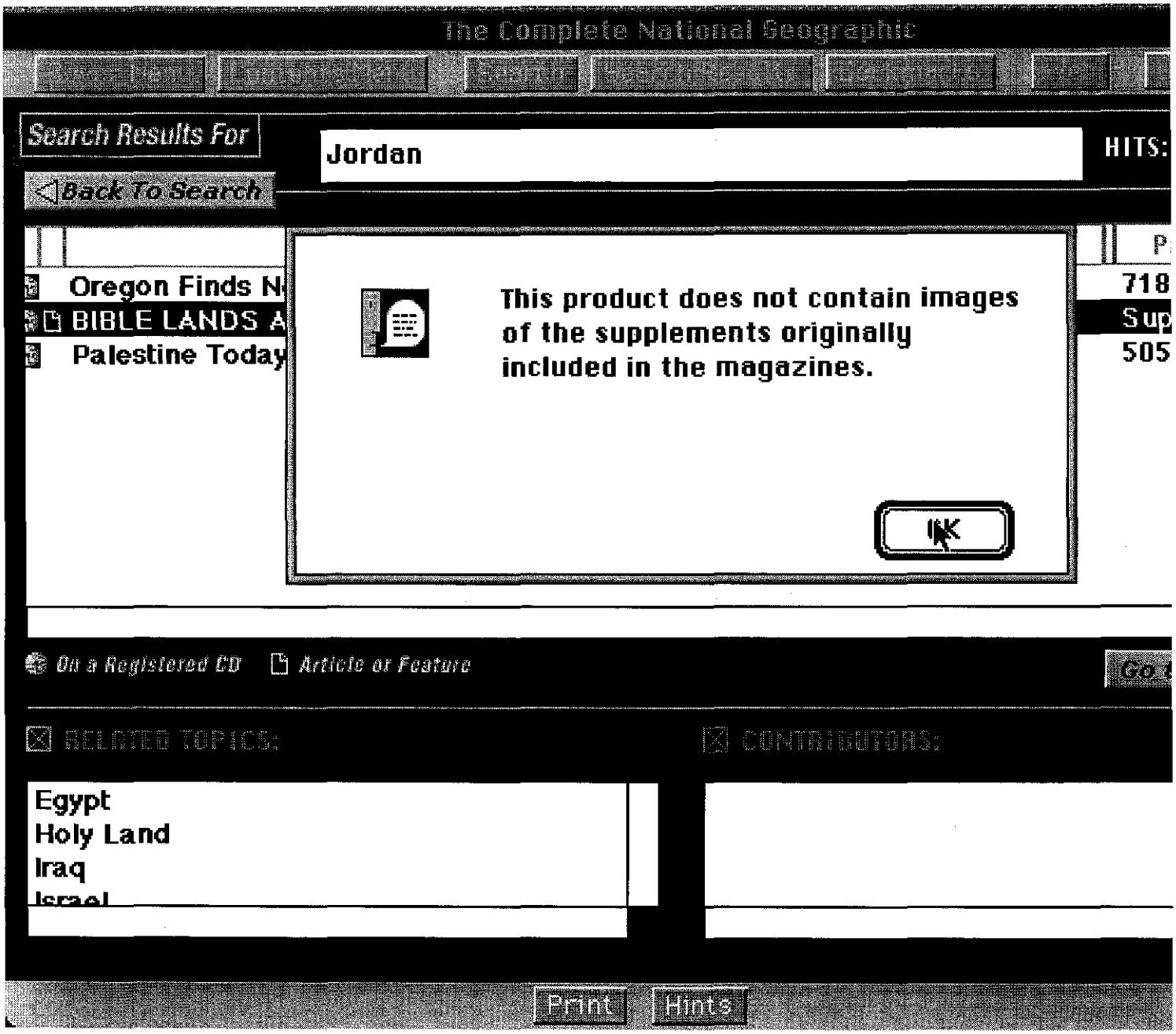
1. The Living Reef QL 125 G798
2. Beneath Tropic Seas QL 621.65 G798
3. Sharks and Other Dangerous Sea Creatures QL 618.7 G798

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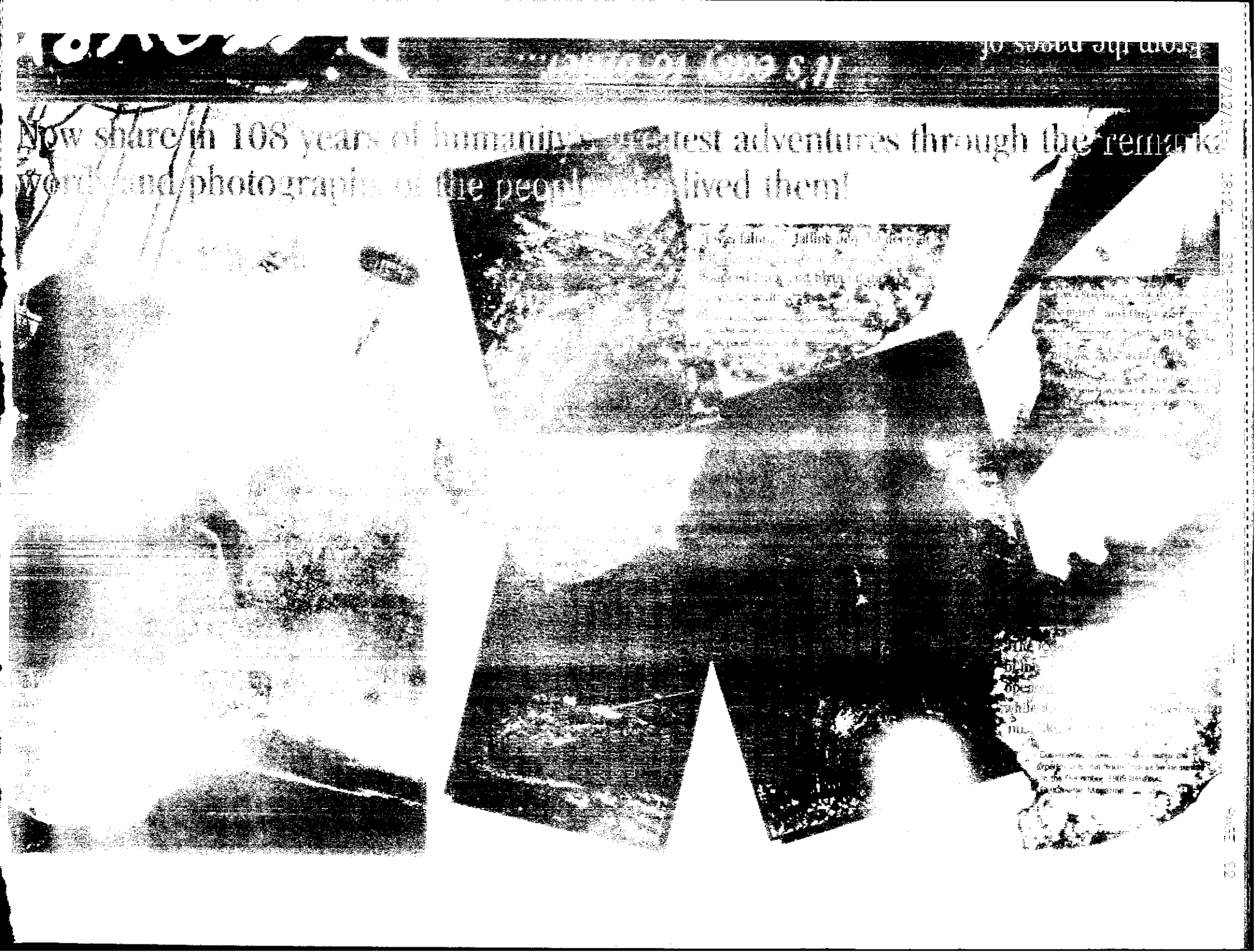
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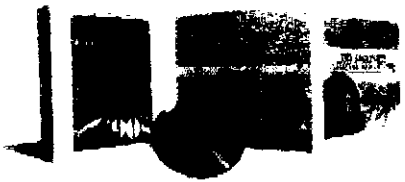
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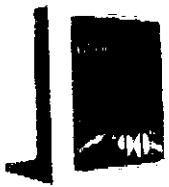
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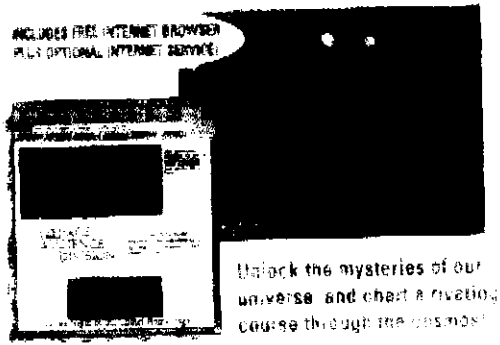
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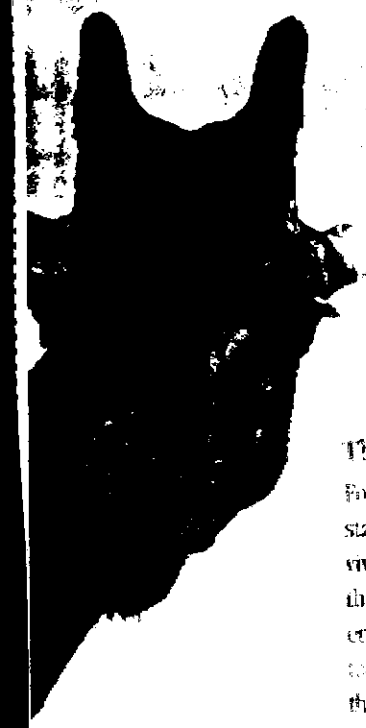
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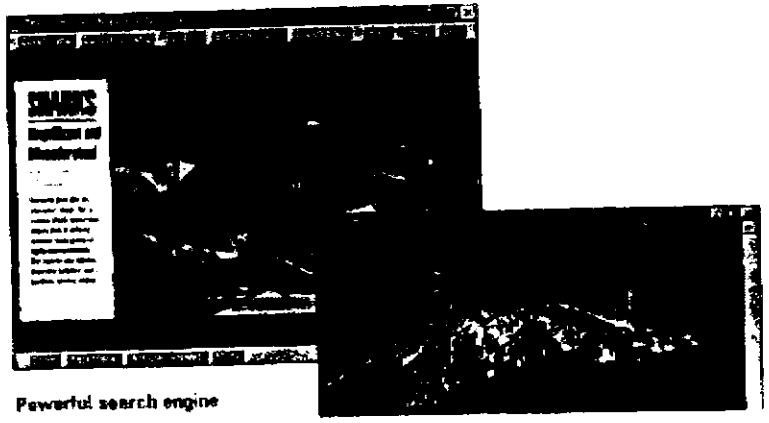
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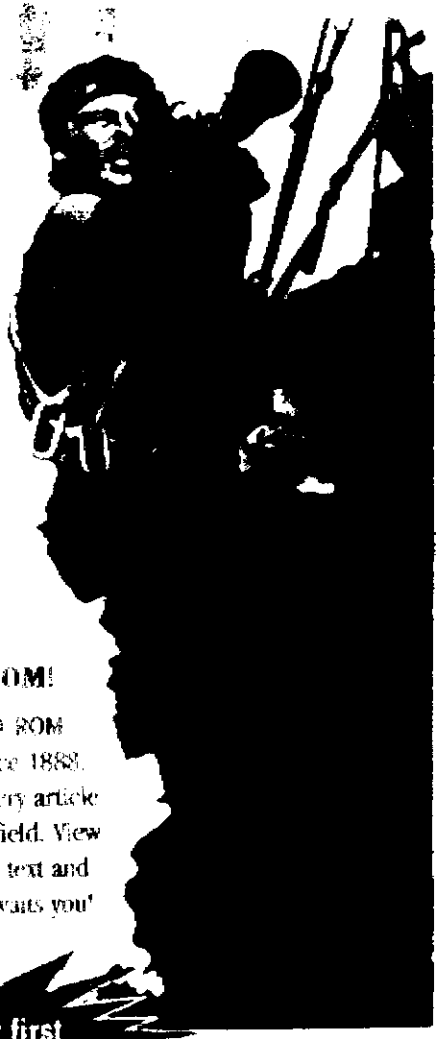
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