The signs here are recreated from archival photographs of a 1967 demonstration against Kodak’s racialized hiring practices. The protest was organized by a local racial and economic justice organization, FIGHT (Freedom, Independence, God, Honor, Today). In the wake of a 1964 uprising in Rochester, where Kodak had been based since 1880, FIGHT demanded that Kodak hire 600 new Black workers and form worker owned coop in an historically Black neighborhood. The company ultimately refused to negotiate. As the president of FIGHT, Minister Franklin Florence said, Kodak was “scared to death that by recognizing FIGHT they might open the door to recognizing a labor union.”

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