Development Office Creates The University's Image

By DEBBY ROMOTSKY

The public image of Rice University is created, nurtured, and
financed through the efforts of a bustling enterprise known as
the Rice Development Office.

Founded in July, 1933, under the direction of Howard A.
Thompson, its present head, its purpose is twofold: to raise funds
and to serve as the public relations unit of the University.

AS THE FINANCIAL “nerve center” of the school, the office
works with the three campus fund-raising organizations: the
Rice University Associates, Research Sponsors, and Society of
Families. In addition, it also explores all available sources of
funds, discovering individuals and foundations willing to con-
tribute to Rice.

The second function, that of public relations administration,
is directed by Mr. Thompson and his assistant, Tim Osborne. Pub-
licizing academic affairs through contact with the local press, ra-
dio, and television (the Development Office supervised the Rice
T.V. series) comes under this category, as does the publication
and distribution of “The Rice University Report,” a quarterly
paper printed for parents, contributing alumni, and other in-
terested individuals.

SINCE THE REPUTATION of each professor plays a major role
in creating the overall image of the University, the Development
Office endeavors to give him every possible assistance, such as
providing a multi-lith slidemaking and binding service, and aid-
ing in the preparation of manuscripts and other publications for
journals and public presentation.

Mr. Thompson has been named executive secretary of the com-
mittee which is drawing up plans for next year’s semi-centennial
celebration. Once these prepara-
tions have been completed, the Development Office will step in
in its usual role as publicized of the events.