## ALUMNAE INFORMATION SHEET

## RECOGNITION OF OUTSTANDING ALUMNAE

Please complete this form at your earliest convenience and return to Iris Wigal, National Alumnae Secretary, 1735 West Seldon Lane, Phoenix, Arizona 85021. If possible, attach a black and white photo of yourself. We cannot promise the return of the photo. Thank you.

MARRIED NAME I've never been married

MAIDEN NAME Rita J. Gould

PRESENT ADDRESS 4601 Fifth Ave.
Pittsburgh, Pa. 15213

UNIVERSITY ATTENDED University of Pittsburgh

AEPHI CHAPTER Nu DEGREE Bachelor of Science

COLLEGE AWARDS/HONORS Treasurer - 1949-1950
Elrose Silverman Scholarship Cup - 1950

AEPHI HONORS/AWARDS/OFFICES HELD

OTHER EDUCATION

EMPLOYMENT TV Guide (1951 to present)

AEPHI ALUMNAE ACTIVITIES Nu Chapter advisor in the early '50's; province director in late '50's and early '60's; president of Pittsburgh Alum Chapte 1977-1982

CIVIC ACTIVITIES Have done work for United Jewish Federation through the yea serve on the media advisory board of the Anti-Defamation League.

OTHER Have held offices and chaired committees of the Pittsburgh Radio and TV Club, Women's Press Club, Women in Communications and the Pittsburgh Advert Club; presently on board of PRTC.

FAMILY

NAMES/ADDRESSES OF PROMINENT AEPHIs YOU KNOW Susan Cohen (National President) Blanche Greenberge Zieve and Harriet Weitzman of Pittsburgh.

COMMENTS

(If additional space is needed, continue on reverse side.)

RITA GOULD

I am a graduate of the University of Pittsburgh where I was a very active member of Nu Chapter and worked on various school publications. After graduation, I went to work for Pittsburgh's local television magazine when it was just starting. It eventually was bought by TV Guide. I guess I'm rather unique in today's age - I'm still working for the same company after 34 years! It's been a marvelous experience because I've been involved in all phases of publishing - business,editorial, production, circulation, promotion - and now I'm regional advertising manager in charge of the Pittsburgh office. I've had a lot of satisfaction helping TV Guide to grow to become the largest selling weekly magazine in the country.

AEPhi had a strong influence on my life - it gave me confidence and taught me team work. I enjoy working with young people - thus I spent a lot of years after graduation as an advisor to Nu, a province director and have always been very active with the Pittsburgh Alum Chapter of which I was president for several years. I have attended two conventions. I do a lot of career counseling with young people and help many to find jobs in the communications field.

I did volunteer work at the Jewish Home for the Aged during college and have done other community work through the years, mostly for the United Jewish Federation. I've been more active in professional organizations where I've held offices and chaired various committees for the Pittsburgh Radio and TV Club, Women's Press Club, Women in Communications and the Pittsburgh Advertising Club.

I have traveled extensively throughout the world and am a gourmet Chinese cook.