



SOCIETY OF ACTUARIES

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surprised me is that it can take two weeks or longer from the time an issue is mailed until it reaches some society members. This is because we mail at the non-profit bulk rate.

We are looking at the possibility of first-class mail, and as we get more familiar with our new organization we hope to be able to cut up to a month off this lead time. But we're not sure we can do it yet.

The Actuary: Will the editorial slant of future issues reflect your views, the views of your Associate Editors, try to reflect the views of the membership in general, or none of the above?

Emory: I think that articles will, at least to some extent, represent their author's views. Each issue as a whole will reflect to some extent the views and interests of the Associate Editor who put it together. Letters to the Editor, of course, often express the readers' views.

The Actuary: How will you know if you've done a good job as Editor?

Emory: I heartily invite letters to the Editor, phone calls, and feedback from people at meetings. That's really the only way I have of knowing how the readership feels about *The Actuary*.

The Actuary: Linda, thanks for your time, and good luck. Is there anything you'd like to say in closing?

Emory: I understand the labor of love that the past editors of *The Actuary* have given to the publication. I'm going to do my best not to let them down. *The Actuary* has been the product of the Editor, and the Editor has done what he has felt in the past was the best thing to be done. I will still be doing that as well.

opinion (23%, color; 21%, photographs), indicating that perhaps it is difficult to envision certain design enhancements for the newsletter. The color and design changes you see in this issue are simple alterations which bring *The Actuary* up-to-date with similar publications and which will not significantly affect either the timeliness or cost of the newsletter. We believe these improve both the readability and appearance of the newsletter.

Results for the question on advertising for "employment opportunities and situations wanted" indicated no clear consensus among respondents. Not surprisingly, those most in favor of advertising were ASAs with 1-9 years of experience (57%).

A Word from the Director of Publications

By Anthony T. Spano

You'll notice a few changes with this issue of *The Actuary*: a new design, a new editorial staff, and some difference in the contents. Other articles describe the details of these changes. I'd just like to add a few thoughts from a general perspective.

Our membership survey revealed that you would like to see more of certain types of articles. The most emphatic expression of opinion was that 71 percent would like more discussion of current events relating to actuarial practices and market developments. A clear preference was also shown for more debates of issues and information on regulatory developments. But by and large, we found that you don't want too many changes in the contents and general tone of our newsletter. Linda Delgadillo's report on the survey results points this out clearly.

What this adds up to is that we're essentially going to be building on the foundation that has been in place over the 20 years that *The Actuary* has been published. Your reaction, as expressed in our survey, is another strong demonstration of the sincere thanks that we all owe to the three editors who guided *The Actuary* in those years.

Our first editor, Andy Webster, died this May, and a tribute to him by Ardian Gill appears in this issue. Andy

served as editor for 12 of the 20 years. I had the privilege of serving with him when the Publications Committee, then known as the Board of Publications, was in its early days. When Andy announced his intention to step down, we all knew it would be extremely difficult to find an adequate replacement. But we were very fortunate indeed, first to find Jack Moorhead and then Lambert Trowbridge. All three were unsparing in their efforts to produce a quality newsletter.

We now have a new editor and an almost entirely new editorial staff. I know that Linda Emory and her associates will be working diligently to make *The Actuary* an even more effective communications vehicle. I have every expectation they will succeed.

Finally, I wish the very best to Dave Jeggle, who will be succeeding me as Director of Publications next month. Dave brings to his new job 10 years of experience in publications, half of these as Chairperson of the *Record* Editorial Board. The Society leadership has certainly made an excellent choice.

Anthony T. Spano is an Actuary with the American Council of Life Insurance. He is the SOA Director of Publications and a member of the Board of Governors of the Society of Actuaries.

The survey questionnaire included three open-ended questions specifically designed to allow readers to express what they would like to see included in *The Actuary* and how they generally felt about it. Many respondents took advantage of this opportunity to tell us what they thought. Some of the most common desires were: more debates of controversial issues; items written by non-actuaries; lighter, more readable articles featuring day-to-day problem-solving; and periodic bibliographies of current literature written within and outside the profession.

Some interest was also expressed for more actuarial items of an international nature.

Pension actuaries did not find *The Actuary* particularly useful. We plan to include more items relating to pensions (and, also, more "Canadian" content). At the same time, many respondents like the conciseness of the newsletter and feel they can read it all at once.

If advertising is to be included, respondents feel that it should be confined to one portion of the newsletter (perhaps the back page) so as not to interrupt the flow of the other articles published in the newsletter.

Linda M. Delgadillo is the SOA Director of Communications.