



SOCIETY OF ACTUARIES

Article from:

# The Actuary

July/August 1990 – Volume 24, No. 7



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The Newsletter of the  
Society of Actuaries

VOL. 24, NO. 7  
JULY/AUGUST 1990

# THE Actuary

## New public relations campaign set for 1990

by Erich Parker

An advisory group representing six North American actuarial societies recently helped design a new public awareness campaign for the actuarial profession in North America, which will extend Forecast 2000 into its second year. The advisory group – comprising representatives from the American Academy of Actuaries, American Society of Pension Actuaries, Canadian Institute of Actuaries (CIA), Casualty Actuarial Society, Conference of Actuaries in Public Practice, and the Society of Actuaries – recently met with public relations staff from the Academy and Edelman Public Relations to complete plans for the new campaign.

This new 1990 campaign will build upon the considerable successes achieved last year, which included media exposure and enhanced recognition of actuaries as experts in analyzing and forecasting future costs and business risks. Last year's Forecast 2000 won the Thoth award from the Public Relations Society of America, Washington, D.C., Chapter, for the best institutional public relations program in 1989. The cosponsoring organizations of the Centennial received awards in July for their involvement in the campaign. For the 1990 campaign, efforts will again focus on reaching business and opinion leaders, public policymakers, and the general public through a variety of news outlets (print and broadcast, national and regional, general audience and trade press).

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## Interviews with presidential candidates

by Linda B. Emory

Included in this special issue of *The Actuary* are interviews with the Society of Actuaries second-ballot presidential candidates. The Committee on Elections asked *The Actuary* staff to interview the second-ballot presidential candidates and to publish the interviews to help members become more familiar with the candidates. These interviews are part of the changes being made in the Society 1990 elections procedures. All changes were explained in the "Elections Report" supplement to the April 1990 *Actuary*. The second ballot, which will also contain a 200-word position statement from each presidential candidate, will be mailed to Fellows July 24.

Since this was the first time such an interview process has been conducted, we thought you might like to know about the procedure followed. First, the questions were prepared by *The Actuary* Editorial Board. Gary Corbett, Chairperson of the Committee on Elections, reviewed the questions in advance. The questions were based to some extent upon responses from a recent questionnaire where members identified issues of most concern to them.

Once the second-ballot presidential candidates were known, they were invited to Chicago for individual interviews. For each interview, Linda Delgadillo read the same questions in the same sequence to each candidate. All answers were tape-recorded. Steve Radcliffe, Associate Editor of *The Actuary*, was present for three of the four interviews to introduce the process and assure that each interview

was conducted equitably and impartially. John O'Connor, SOA Executive Director, sat in for Radcliffe at the fourth interview. *The Actuary* staff edited the interview transcripts, and these were reviewed by Delgadillo, Radcliffe, and me. Pictures were also taken throughout the interviews by a professional photographer. Each candidate was allowed to read and edit the responses printed. The name chosen for the first interview printed was by random draw after eliminating the name previously chosen to appear first on the second ballot. The other three names appear in alphabetical order.

We would like to express our appreciation to the candidates for their cooperation and patience in this first interview endeavor. If this process is repeated, other candidates will have a better idea of what to expect.

The Board of Governors, *The Actuary* Editorial Board and the Committee on Elections encourage members to write letters giving their reaction both to the interview content and this process.

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