

Publications and Electronic Media

THE ACADEMY SERVES AS THE PUBLIC INFORMATION ORGANIZATION for the actuarial profession in the United States. Part of the core mission of the Academy is to represent and advance the actuarial profession, assisting in the formulation of public policy and increasing the public's recognition of the profession's value. To this end, the Academy has developed a broad-based communications program that targets key audiences using a variety of strategies and techniques.

Publications Department

The publications department provides editorial guidance, copy editing, and production management for most of the written material the Academy uses to communicate with its audiences. In addition to the regular periodicals the Academy publishes, the publications department offers a range of services to other departments.

After councils have developed their initial drafts of issue briefs, monographs, white papers, letters, etc., they submit final drafts to the publications department for editorial review. Staff editors read for grammar, spelling, and Academy style. They also make editorial suggestions to improve the communications power of the material, which the practice councils may adopt at their discretion.

PERIODICALS

Actuarial Update

The *Actuarial Update* is the Academy's monthly membership newsletter. It focuses on the Academy's activities in public policy and professionalism. Members are encouraged to submit articles on committee activities, emerging public policy or professionalism issues, or general topics of particular interest to actuaries.

It is very important that prospective authors contact the editor as early as possible to discuss space availability, editorial guidelines, publication timing, etc. Additional time is needed to review unsolicited articles.

Submission deadline. Articles are due no later than the

first week of the month prior to the publication date. For example, articles for the January 2008 issue are due on December 6. This schedule allows time for articles to be edited and reviewed by the author and members of the *Update's* Advisory Board, before going into layout.

► Contact: Tim Dougherty, Editor,
(202) 785-7870, dougherty@actuary.org.

Enrolled Actuaries Report (EAR)

The *Enrolled Actuaries Report (EAR)* is the Academy's quarterly newsletter that covers issues that are important to enrolled actuaries. It is published in March, June, September, and December.

It is very important that prospective authors contact the editor as early as possible to discuss space availability, editorial guidelines, publication timing, etc. Additional time is needed to review unsolicited articles.

Submission deadline. Articles are due the first day of the month prior to publication date. For example, articles for the March 2008 issue are due no later than February 1. This schedule allows time for articles to be edited and reviewed by the author prior to layout.

► Contact: Tim Dougherty, Editor,
(202) 785-7870, dougherty@actuary.org.

Contingencies

Contingencies is the bimonthly magazine of the Academy, providing a large and diverse readership with general interest and technical articles on a wide range of issues related to the actuarial profession. *Contingencies* is mailed to members of the Academy and targeted individuals (such as legislators and their staffs, regulators, business executives, and related organizations), for a total circulation of 29,000. It is the only Academy publication that accepts advertising, generating more than \$600,000 annually.

Because of *Contingencies'* long production schedule, article ideas should be discussed far in advance of the publication date. It is very important that prospective authors contact the editor as early as possible to discuss space availability, editorial guidelines, publication tim-

ing, etc. Additional time is needed to review unsolicited articles. For a complete description of the article submission guidelines, go to the *Contingencies* website at www.contingencies.org.

Submission deadline. Articles are due in final form two-and-a-half months prior to the publication date. For example, articles for the November/December edition are due on August 15.

► Contact: Linda Mallon, Managing Editor, (202) 785-7876, mallon@actuary.org.

Inside the Academy

Inside the Academy is the Academy's members-only electronic newsletter. Offered in both e-mail and web page formats, *ITA* is designed to be a quick, timely read that informs members about important Academy activities and provides links to selected Academy resources.

Submission deadline. *Inside the Academy* does not publish articles. However, it frequently runs brief items announcing that a particular Academy group or project is in need of volunteers. Information for such briefs may be sent at any time.

► Contact: Tim Dougherty, Editor, (202) 785-7870, dougherty@actuary.org.

ANNUAL PUBLICATIONS

Yearbook and Leadership Manual

The *Yearbook and Leadership Manual* is the Academy's annual handbook for volunteers. It provides information on such topics as Academy management, legal considerations, and communications procedures. It also contains links to current committee rosters.

Record

The *Record* is an electronic annual report to Academy members. It was first published in 2003.

PUBLIC POLICY AND PROFESSIONALISM PUBLICATIONS

Monographs

Monographs are major white papers on key public policy issues written under the auspices of Academy councils. Monographs are distributed to target audiences in the public policy community and the media.

Issue Briefs

Issue Briefs are short discussion papers on key issues,

distributed to target audiences in the public policy community and the media.

Academy Alerts

Timely summaries of major legislative and regulatory developments pertinent to health insurance, life insurance, pensions and employee benefits, and property and liability insurance.

ASOPs and ASB Boxscore

Professionalism guidance is provided to members through the distribution of Actuarial Standards of Practice (ASOPs) and the *ASB Boxscore*. ASOPs serve to assure the public that actuaries are professionally accountable. At the same time, standards provide practicing actuaries with a basis for assuring that their work will conform to generally accepted practices. The *ASB Boxscore* is the ASB's quarterly newsletter, which updates the progress of individual standards through the exposure and approval process.

SUBSCRIPTION PUBLICATIONS

Every year, the Academy publishes new editions of the Life and Health Valuation Law Manual and the P/C Loss Reserve Manual, which are available by annual subscription.

Electronic Media

The Academy manages a number of websites as primary sources of information for members and other key audiences, which include regulators, policymakers, news media, other actuaries, and the public. It also makes extensive use of e-mail to provide timely information. Blast e-mail is a primary vehicle for making important announcements to members, and an important component of marketing campaigns for Academy products and events.

Primary Website: actuary.org

The Academy site is the primary electronic resource for publications and documents produced by the Academy. It is the online home of such publications as the *Actuarial Update*, the *Enrolled Actuaries Report*, the *Academy Record*, the *Yearbook*, *Academy Alerts*, (and the subscription-only annual law manuals); various professionalism documents, including the Code of Professional Conduct, Qualification Standards, and practice notes; and numerous other online resources.

All Academy public statements (monographs, issue

briefs, public letters) are posted on the Academy site. Generally, once Academy public statements have gone through communications review and have received final approval from their authors, they are prepared for publication and dissemination to their intended audiences. They are then posted on the Academy website.

Reports and other public statements prepared for the NAIC are an exception. They are not subject to communications review, and they are posted on the Academy website after they have been presented to the NAIC.

The website is a dynamic resource, not a static product. As the site continues to evolve to meet the needs of Academy members and other key Academy audiences, its content and functionality will continue to be expanded and refined.

Structure

The Academy website is basically organized like a newspaper. The home page is the front page, with timely brief items of interest. Site search, by Google, is at the top of each page, along with member log-in. Blue tabs at the top of each page indicate the site's six main sections:

- ▶ Casualty news (www.actuary.org/casual.asp)
- ▶ Health news (www.actuary.org/health.asp)
- ▶ Life news (www.actuary.org/life.asp)
- ▶ Pension news (www.actuary.org/pension.asp)
- ▶ Professionalism news (www.actuary.org/professional.asp)
- ▶ Risk management and financial reporting news (www.actuary.org/financial.asp)

The tab pages provide short news items and announcements about Academy activities in these areas, as well as links to committee rosters, practice notes, special publications, and other pertinent resources. Running down the left side of every page is a column of links to major sections of the Academy site, and to the ASB and ABCD sites, the actuarial directory, and the free jobs bank on the *Contingencies* site. And on most pages of the site, thumbnail images of *Contingencies* and the *Actuarial Update* appear in the right column that link to those publications.

If you're new to the site, here are several pointers:

- ▶ The calendar of events page includes the Academy calendar as well as links to the North American CE calendar, which lists continuing education events sponsored by U.S. and Canadian actuarial organiza-

tions, and the IAA calendar.

- ▶ The Issues page lists documents by major topic area, with the most recent at the top. It is the easiest place to find recent Academy work about casualty, risk management, financial reporting, health insurance, life insurance, Medicare, pension, professionalism, and Social Security issues.

- ▶ The Publications page lists items by document type, with the most recent at the top. Public statements, such as monographs, issue briefs, reports to the NAIC, and testimony, are listed under Reports and Comments.

Member Log-In

The log-in box is at the top of each page, so Academy members may log in from anywhere on the site.

- ▶ **User name.** Unless you have changed it, your user name consists of the first letter of your first name, the first three letters of your last name, and your date of birth (in mmddyy format). Example: If you were Jane Smith and were born on July 4, 1976, your user name would be: JSMI070476.

- ▶ **Password.** Unless you have changed it, your password is your birth date (in mmddyy format). Example: If you were born on November 8, 1951, your password would be: 110851.

You may change your user name and password online at any time. Just log in to the Academy website, click on "Update your member profile," and make the changes. If you need help, please contact Kasha Shelton, Manager of Membership Services (membership@actuary.org, 202-223-8196).

CONTACTS

Contact Academy staff when you have a site-related suggestion, problem, question, or comment:

Academy, ABCD, and Contingencies sites

- ▶ Questions about site content/navigation and technical questions: Mike Roberts, manager, web operations (roberts@actuary.org; 202-223-8196)
- ▶ Member services: Kasha Shelton, manager of membership operations (membership@actuary.org, 202-223-8196)
- ▶ Information for *Contingencies* advertisers and job bank: Cindy Johns, publications and marketing production manager (johns@actuary.org; 202-785-7882)

ASB site

► Questions about site content/navigation: Joe Vallina, ASB program manager (vallina@actuary.org; 202-785-7853)

► Technical assistance: Michael Roberts, manager, web operations (roberts@actuary.org; 202-223-8196)

Public Affairs

THE ACADEMY CONDUCTS an extensive public affairs program, including media relations, public relations, and conference support. The public affairs staff offers support to other departments by developing and managing media and image campaigns, media training, speechwriting, and conference program logistics.

Media Relations

Media relations is the craft of matching information to the right media outlets, in the right package, at the right time, so that the media outlet will consider it newsworthy. A media relations program is generally divided into three parts:

- 1 Proactive campaigns
- 2 Reactive programs
- 3 Relationship programs

PROACTIVE MEDIA RELATIONS

Proactive media relations involves the creation of specific campaigns to generate coverage. The three cardinal principles of proactive campaigns are:

- **Principle 1: Establish newsworthiness.** The job of a media outlet is to deliver to its readers the information it promised to deliver to them. The media are audience-driven, audience-centered and audience-sensitive. Therefore, a story is newsworthy as defined by the news outlet (not the news source). Campaigns must be designed so that the information can be presented per the needs of the media outlets' markets.
- **Principle 2: Packaging.** Targeting journalists with a sharp, attention-getting message focused on the outlet's audience is the key to getting the media's attention. The information must be easily accessible (both technically and intellectually).
- **Principle 3: Timing.** The campaign needs to be

planned and timed to match the prevailing news cycles of the issue.

REACTIVE MEDIA RELATIONS

The Academy has established itself as a reliable news source to numerous media outlets, particularly in the trade press. In order to be an effective news source, it is important that it is constantly prepared to respond to journalists' inquiries. In all cases, giving a reporter a good answer quickly is far better than giving him or her a complete, precise answer too late.

The key principles of reactive media relations are:

- 1 Respond quickly. Because most journalists are under tight deadlines, it is critical that responses to inquiries be prompt.
- 2 Be honest. If you can answer their questions, then do it quickly. If you can't, tell them right away.

MEDIA RELATIONS ASSETS

The Academy's media relations program capitalizes on the Academy's assets and available resources, which include:

- Credibility as a source of independent and objective policy analysis
- Nonpartisan reputation
- Broad expertise and superior technical knowledge and skills
- Information gathering and dissemination capabilities

MEDIA RELATIONS TOOLS

The Academy employs numerous tools to provide media outlets with information of value to their audiences. Some of the tools used to reach out to the media include:

- Media advisories
- News releases
- News conferences
- Briefings