

From Web Press to Website

CONTINGENCIES HAS HAD ITS OWN WEBSITE for a couple years now. Doesn't everyone?

At first it was pretty much a makeshift affair—just the cover story, letters, puzzles, and some job ads—all of which would change every two months with each new issue. We're a small staff, after all, on a limited budget, and two people can do only so much. Especially if only one of them knows html. But we had to get something on the Web, even if it was only to stake our claim in cyberspace.

But all that's changed now. The American Academy of Actuaries, and with it *Contingencies*, has taken a giant step into the 21st century, investing a great deal of thought as well as resources into developing websites that members might want not only to visit but to hang around awhile.

It's a team effort, and the Academy's new web team is top-notch. Anne Richardson, who brought you the award-winning, redesigned *Update*, is in charge of finding, commissioning, and creating content for both the Academy website and Contingencies.org. Mary Connelly provides the technical expertise, making sure everything is easy to find and that it works when you get there. They both get quality support from Academy staffers LaShawn Taylor and Becky Horst.

The idea behind Contingencies.org is simple but challenging. Why have a magazine website that's just a mirror image of its print self? The beauty of the Internet is that one click can take you places you never even knew you



wanted to go. So using the magazine articles as an embarkation point, Contingencies.org can provide links to a wealth of related information that couldn't possibly fit in the pages of the print magazine. So if something you read on the page raises questions or arouses your curiosity, check out the website.

And if your own surfing expeditions have landed you on shores you think *Contingencies* readers ought to visit themselves, let Anne know about them at richardson@actuary.org. The magazine may be a done deal, but its cyber version can accommodate ad-

ditions and updates at any time.

Is the Web the wave of the future? Apparently. Will it put the web press (what *Contingencies* is printed on) out of business? Unlikely. Technologies may become obsolete (8-track tapes, vinyl records... the telegraph), but there always seems to be room for one more medium of communication. (Television hasn't killed radio or newspapers yet.)

So keep watching your mailbox. The slick, glossy, content-filled pages of *Contingencies* will keep showing up there as long as there are actuaries and other financial services professionals who want to read them. And *Contingencies'* Web companion will be there to heighten and deepen the experience. ●

EDITOR

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