

# 2018 CAS Social Media Campaign

#ActuariesinPOP

**ACTUARIES  
IN  
POP CULTURE  
WEEK**



February 26 – March 4, 2018

# Actuaries in Pop Culture Week

## Campaign Elements

Kickoff Announcement

Blog Post

#ActuariesinPOP

Polls

Graphics



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## PRESENTING: ACTUARIES IN POP CULTURE WEEK!

02/26/2018 —

Have you ever noticed mention of an actuary in your favorite television show or in a new summer blockbuster? Since actuarial references are not run-of-the-mill, we think they are worth highlighting. That is why, in conjunction with the countdown to the 2018 Academy Awards, we are celebrating with our very own **Actuaries in Pop Culture Week!**



All week long, we will be sharing some of the best actuary/pop culture moments from a variety of media on our [Facebook](#) and [Twitter](#) platforms using the hashtag #ActuariesinPOP. While sometimes pop culture gets actuaries wrong -- stay tuned for our "How Well Does Hollywood Know Actuaries?" blog post -- we love to watch them try!

Here's just one example of what's to come during our week-long look at actuaries in pop culture:

**The Actuary**, one of the Penguin's henchmen in the **Batman** DC Comic series. The Actuary is a mathematical genius who uses his acumen to commit crimes and play a mean poker hand.

We hope you will join us in celebrating #ActuariesinPOP!



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## How Well Does Hollywood Know Actuaries?

Posted on March 2, 2018 by Rick Gorvett



We've all been there. Every actuary has experienced it: seeing a character in a movie, or a television show, or maybe even a play, who is ostensibly an actuary. Likely they have one or two personality attributes that while *perhaps* rooted in reality, are emphasized way out of proportion.

Uh oh – I'm having a flashback... It's 1987. I'm watching the sitcom *Night Court*, part of NBC's famous Thursday night lineup, season 4, episode 14. Christine, the charismatic public defender, is engaged to an appallingly dull fellow, who has "all the charisma of a three-bean salad." Turns out he's an actuary, who, among his other charms, "discovered the statistical link between a sedentary lifestyle and colon polyps." At the wedding ceremony, Christine, overcome by the fact that she's about to marry this dud, is unable to say "I do," and instead gets sick in a colleague's briefcase. Hilarity ensues.

Along with the three basic actuarial jokes – the quarks of actuarial physics, which in various combinations constitute the basic elements of *all* actuarial jokes in the known universe[] – these kinds of pop culture portrayals potentially represent the extent of a layperson's exposure to actuaries and actuarial science. So, how do *you* react to such portrayals?

- Unrestrained laughter?
- Self-conscious chuckling?
- Resigned, disgusted head-shaking?
- Leaving the room in a fit of pique?
- A combination of one or more of the above?

In any case as they say, that's entertainment!

While thirty years ago this single episode of *Night Court* may have been one of the few references to actuaries in the cultural lexicon, today we actuaries seem to pop up with a bit more frequency (if not severity!). The CAS has compiled an incomplete list from various media (mostly film) of some noteworthy pop culture references to actuaries for our first-ever [Actuaries in Pop Culture Week](#). Admittedly, we've used a somewhat broad and flexible definition of "actuary," including in this list a few characters involved in assessing risk, even if not technically called out as actuaries. To see all the references the CAS has assembled, head to the CAS [Twitter](#) or [Facebook](#) platforms and check out the hashtag #ActuariesinPOP.



## Campaign Elements

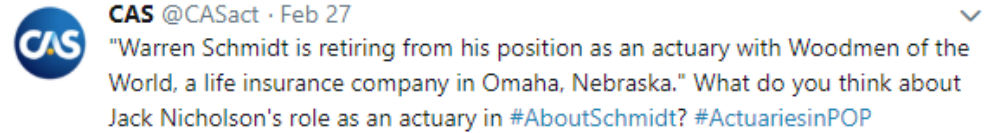
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Kickoff Announcement

Blog Post

#ActuariesinPOP

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**CAS** @CASact · Feb 28

Without giving away any spoilers, we can tell you that "The Narrator" in 1999's Fight Club performs the very actuarial job of assessing risk for an insurance company. To learn the rest, you'll have to watch the movie... #ActuariesinPOP



↻ 2

♡ 7



**CAS** @CASact · Mar 1

If you've ever wanted to see Shirley MacLaine fall in love with an actuary, look no further than 1969's Sweet Charity! #ActuariesinPOP



↻ 1

♡ 6





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Kickoff Announcement

Blog Post

#ActuariesinPOP

Polls

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CAS @CASact · Mar 3

We're almost done with our week of #ActuariesinPOP! For one of our last features, we go all the way back to 1944 for the first depiction of an actuary on film, 'Double Indemnity.'



1 4 10



CAS @CASact · Mar 4

Our very last entry for #ActuariesinPOP is a classic romcom. Along Came Polly (2004) features Ben Stiller playing a risk assessment expert (we're claiming him as our own!) who falls in love with the titular Polly, played by Jennifer Aniston.



1



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Kickoff Announcement

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Polls

Graphics



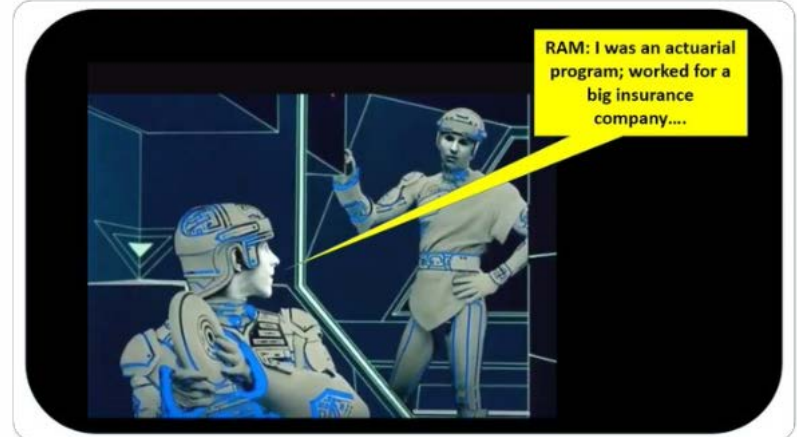
**UA IRMAS Program** @uairmas · Mar 4

Hey, @CASact! Before finishing **#ActuariesinPOP** week, don't forget about all the **#actuaries** who appeared on @Jeopardy like this Chicagoan last year. [buff.ly/2tg4HxG](https://buff.ly/2tg4HxG)



**hal tepfer** @thisishal · Mar 2

Hey, @CASact, don't forget the best actuary in pop culture... "RAM" in "Tron" (the original one, of course)! **#ActuariesinPOP** **#TRON**





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Casualty Actuarial Society

Published by Hootsuite [?]

Page Liked · February 26 ·

Have you ever seen a reference to actuaries in pop culture? Trust us, there are many! In honor of Oscars week, we are launching Actuaries in Pop Culture Week! Watch for CAS Twitter and Facebook posts all week for our favorite actuarial representations in media. Please join us by commenting or sharing examples of your favorite actuarial spotlight moments!  
<http://ow.ly/6dtn30iCSM9>



Tag Photo



Add Location



Edit

20

8 Comments



**Aaron Wright** My favorite: Ron's dad (in Kim Possible) is Actuary of the Year and uses his brainpower to stop the evil Mathster.

Like · Reply · Message · 40w

5



**Alissa Bowen** In the movie Stranger Than Fiction Will Ferrell's character is an IRS auditor and someone asks him if he's ever been in love he replies "Once, but she left me for an actuary".

Like · Reply · Message · 40w

4



**Matt Caruso** Movies Double Indemnity and Boyhood

Like · Reply · Message · 40w

2



**Jorge Eduardo Zaldivar Lastiri** My favorite: Along came Polly!!!

Like · Reply · Message · 40w

1

1 Reply



**Zoë Rico** Gleaming the Cube

Like · Reply · Message · 40w



**Josh Taub** Zootopia at 1:25 in this clip:  
[https://www.youtube.com/watch?time\\_continue=80&v=bBDBL354fc](https://www.youtube.com/watch?time_continue=80&v=bBDBL354fc)

Like · Reply · Message · Remove Preview · 40w

1



**Bruce Spidell** About Schmidt

2



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FRED MACMURRAY BARBARA STANWYCK  
EDWARD G. ROBINSON



**DOUBLE  
INDEMNITY**

A Paramount Picture

with PORTER HALL • JEAN HEATHER • BYRON BARR • RICHARD GAINES • JOHN PHILLIPS  
Directed by BILLY WILDER

Screenplay by Billy Wilder and Raymond Chandler

Copyright 1944 Paramount Pictures Inc. Country of Origin U. S. A. — 3.

PROPERTY OF NATIONAL SCREEN SERVICE CORP. LICENSED FOR  
DISPLAY ONLY IN CONNECTION WITH THE EXHIBITION OF THIS PICTURE  
AT YOUR THEATRE MUST BE RETURNED IMMEDIATELY THEREAFTER. 44

CAS













## Facebook



## Twitter



# Post-Event

Data compares to previous week





- **301% increase** in Facebook engagement compared to the previous week
- **133% increase** in Twitter engagement compared to previous week
- **201% increase** in Twitter traffic compared to previous month
- **2<sup>nd</sup> most** viewed blog post of 2018
- **4<sup>th</sup> most** viewed blog post of all time

**Post-Event**



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