

# THE GOLDEN GOOSE AWARD

## 2016: YEAR IN REVIEW

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### AWARDEES

PETER BEARMAN, BARBARA ENTWISLE, KATHLEEN MULLAN  
HARRIS, RONALD RINDFUSS, AND J. RICHARD UDRY  
*A TALE OF TWO STUDIES: THE ADOLESCENT HEALTH STORY*  
FEDERAL AGENCY: NATIONAL INSTITUTES OF HEALTH

EDWARD F. KNIPLING AND RAYMOND C. BUSHLAND  
*THE SEX LIFE OF THE SCREWORM FLY*  
FEDERAL AGENCY: U.S. DEPARTMENT OF AGRICULTURE

JOHN BARTHOLDI, SUNIL NAKRANI, THOMAS D. SEELEY,  
CRAIG A. TOVEY, AND JOHN HAGOOD VANDE VATE  
*THE HONEY BEE ALGORITHM*  
FEDERAL AGENCIES: NATIONAL SCIENCE FOUNDATION,  
OFFICE OF NAVAL RESEARCH

### KEY TAKEAWAYS:

- Hosted our largest Award Ceremony audience yet
- Live streamed Award Ceremony to watch parties around the country
- Engaged more Members of Congress and in new ways
- Broadened our social media footprint
- Added new sponsors
- Announced a new relationship with AAAS



# GOLDEN GOOSE SOARING

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In its fifth year, the Golden Goose Award (GGA) soared to new heights, reaching new high points for engaging stakeholders, policymakers, the media and public. Moreover, we expanded our multimedia content, earned media, and paid advertising, thanks to consistent robust fundraising support from the science community.

## PUBLIC ENGAGEMENT

### Media

Each individual awardee announcement received media attention from stakeholders as well as local and national media. This year, we saw coverage on **national** and **local** public radio stations and major news outlets, from *Popular Science* to the *Independent* and *International Business Times*. In addition, leaders of GGA founding organizations and institutions that hosted awardee research authored **opinion pieces** in *Washington Post* and *The Hill*. The GGA also organized a **session** at the 2017 AAAS Annual Meeting on responding to attacks on silly-sounding federally-funded science, featuring former Rep. Brian Baird (D-WA).

### Social Media

The GGA grew its social media presence this year by increasing activity on both **Twitter** and **Facebook**. GGA's Twitter account, **@GoldGooseAward**, now has over 1,400 followers and is expanding steadily each month. On the day of the 5th Annual GGA Ceremony, @GoldGooseAward and the event hashtag, #GGA16, received over 1.6 million impressions! This was due in part to continued paid content promotion and enhanced stakeholder engagement before and during the event, as well as our first ever live-stream of the event, with several watch parties on university campuses around the country.

### Website:

The Golden Goose Award website, [www.goldengooseaward.org](http://www.goldengooseaward.org), saw a large uptick in visitors this year with more than 76,000 total. Traffic from one of GGA's most important audiences—those in the Washington, DC metro area—continued to rise over last year. This was evident in the continued intense interest in, and capacity attendance at, the annual ceremony. While much of our traffic has come through direct links to the site, social media is a major driver of traffic; a large fraction of our traffic for the year came in a week-long span after the Award appeared on the “Today I Learned” (TIL) sub-reddit.

### Congress

In 2016, the GGA gained a new supporter, currently the only Ph.D. physicist in the U.S. Congress, Rep. Bill Foster (D-IL). Rep. Foster joined the GGA's continuing congressional supporters: Rep. Jim Cooper (D-TN), Reps. Suzanne Bonamici (D-OR), Rep. Charlie Dent (R-PA), Donna F. Edwards (D-MD), Rep. Randy Hultgren (R-IL), and Senator Chris Coons (D-DE). The GGA also partnered with universities affiliated with the 2016 Awardees to engage Members of Congress from the awardees' congressional districts. This resulted in five Members of Congress entering official commendations into the Congressional Record, including a **one-minute floor speech on the award for *The Sex Life of the Screwworm Fly* by Rep. Frank Lucas (R-OK)**.

## GOLDEN GOOSE AWARD CEREMONY

The 2016 award ceremony was held again at the Library of Congress Jefferson Building in Washington, DC and hosted a near capacity crowd of approximately 400 people. Guests included Members of Congress, the Directors of the National Science Foundation and National Institutes of Health, congressional staff, and individuals from the science, education, and business communities. Hosted by Frank Sesno, the Emmy Award-winning journalist and Director of the School of Media and Public Affairs at The George Washington University, the ceremony was extremely well received by the attendees. At the event, **AAAS CEO Rush Holt announced that AAAS will take on an expanded role in the Award long into the future**, bringing considerable additional staff expertise and support in media relations, development, and program management.

*I want to congratulate you. I want to celebrate you... The folks in this room are truly remarkable individuals.*  
— Rep. Jim Cooper



*You never know where the Golden Goose will finally lay the egg.*  
— Rep. Bill Foster

# SUPPORT FOR THE AWARD

The Golden Goose Award is possible only because of the generous support of its sponsors. We retained most of our Award sponsors from 2015, and welcomed new sponsor organizations for both the Award and video. Sponsorships in 2016 totaled \$155,000—similar to our total sponsorship funding in 2015, though slightly lower due to some additional sponsorships specific to 2015’s awardees. The vast majority of funds were used to pay for the annual Award Ceremony, Awardee travel to and from the Ceremony, and producing expanded documentary video content. Staffing and other overhead are almost entirely provided through in-kind contributions from the founding organizations.

## AWARD SPONSORSHIPS

### BENEFACTOR (\$50,000 AND ABOVE)

Elsevier

### PARTNER (\$15,000 AND ABOVE)

**United for Medical Research**

### FRIEND (\$10,000 AND ABOVE)

Gordon and Betty Moore Foundation

### CONTRIBUTOR (\$5,000 AND ABOVE)

American Geophysical Union

**American Mathematical Society**

**APS-Physics**

**Association of American Medical Colleges**

Battelle

SAGE Publications

### SUPPORTER (\$2,500 AND ABOVE)

**American Astronomical Society**

American Educational Research Association

American Physiological Society

American Psychological Association

American Society for Microbiology

American Sociological Association

Arizona State University

Association for Psychological Science

The Biophysical Society

Consortium of Social Science

Associations (COSSA)

Federation of American Societies for Experimental Biology (FASEB)

IEEE-USA

Society for Pediatric Research

**Texas Instruments**

**Sponsor since 2012**

## FOUNDING ORGANIZATIONS

American Association for the Advancement of Science

Association of American Universities

Association of Public and Land-grant Universities

Breakthrough Institute

Progressive Policy Institute

Richard Lounsbery Foundation

The Science Coalition

Task Force on American Innovation

United for Medical Research

## VIDEO SPONSORSHIPS

**American Mathematical Society**

*American Society for Engineering Education*

*Cornell University*

*Georgia Institute of Technology*

*Population Association of America*

*University of North Carolina - Chapel Hill*

*University of Pennsylvania*

**Vanderbilt University**

*New Sponsor / Sponsor since 2012*

*Innovation and discovery are part of the heartbeat of America.*

— Rep. Randy Hultgren

## CONGRESSIONAL SUPPORTERS

Rep. Jim Cooper (D-TN)

Rep. Suzanne Bonamici (D-OR)

Senator Chris Coons (D-DE)

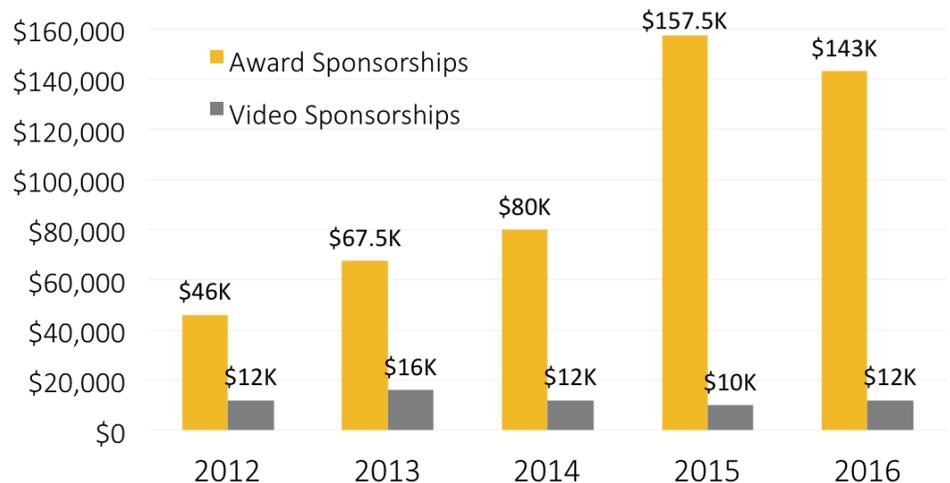
Rep. Charlie Dent (R-PA)

Rep. Robert J. Dold (R-IL)

Rep. Donna F. Edwards (D-MD)

Rep. Bill Foster (D-IL)

Rep. Randy Hultgren (R-IL)



# 2017 – A LOOK AHEAD

With the AAAS committing to enhanced engagement and ownership of the Award activities for 2017 and beyond, the Award is on solid ground heading into the 2017 cycle. To continue engaging an even broader public interest in the annual award ceremony, the GGA will again webcast the 2017 Award Ceremony and engage stakeholders to set up more watch parties around the country. The GGA is also continuing to enhance its media engagement with science writers and journalists, now with additional help from the AAAS Office of Public Programs; multiple earned media engagements are already in the works for release later in 2017. The founding organizations will continue to seek increased financial support for the Award with the addition of new corporate sponsors and benefactors to join with Elsevier.

The Award's priorities for 2017 include: increasing award nominations; cultivating new sponsor relationships; growing awareness of and support for the award in Congress; and expanding engagement with past Awardees through speaking and earned media opportunities.



## CELEBRATING SCIENTIFIC SUCCESS STORIES



*Clockwise from top: Awardees Barbara Entwisle and Kathleen Mullan Harris enjoy panel discussion on stage with Moderator Frank Sesno; Rep. David Price (D-NC) addresses the luncheon crowd as AAAS CEO Rush Holt looks on; Rep. Jim Cooper (D-TN) addresses the crowd at 5th Annual Award Ceremony; Awardee Craig Tovey cracks up Moderator Frank Sesno as fellow Awardees John Bartholdi and Sunil Nakrani look on during panel discussion; Rep. Charlie Dent (R-PA) and luncheon speaker Sally Rockey chat with Awardees Tom Seeley, John Bartholdi, and Craig Tovey; Executive Director of the Foundation for Food and Agriculture Research Sally Rockey addresses the Luncheon.*