

THE GOLDEN GOOSE AWARD

2015 YEAR IN REVIEW

AWARDEES

WALTER MISCHEL, PHILIP K. PEAKE, YUICHI SHODA

TRICK OR TREAT: THE MARSHMALLOW TEST

FEDERAL AGENCIES: NATIONAL INSTITUTES OF HEALTH,
NATIONAL SCIENCE FOUNDATION

TORSTEN WIESEL, DAVID HUBEL

OUT OF SIGHT: NEUROPLASTICITY AND VISION

FEDERAL AGENCIES: NATIONAL INSTITUTES OF HEALTH,
AIR FORCE OFFICE OF SCIENTIFIC RESEARCH

JOEL E. COHEN, CHRISTOPHER SMALL

OF MAPS AND MEN

FEDERAL AGENCY: NATIONAL SCIENCE FOUNDATION



GOLDEN GOOSE TAKING FLIGHT

The fourth year of the Golden Goose Award (GGA) was the biggest and best yet. the GGA reached new highs for engaging stakeholders, policymakers, media and the public. Moreover, the GGA made major strides in fundraising, increased interest in the award announcements, and attendance at the award ceremony.

PUBLIC ENGAGEMENT:

Media:

In addition to several earned media pieces accompanying each 2015 award announcement, Dr. Tiffany Field (2014 Golden Goose Awardee) authored an **opinion piece** in the *Los Angeles Times* using GGA stories to demonstrate the unexpected impacts of basic scientific research. The GGA also organized a **session** at the 40th AAAS Forum on Science & Technology Policy on responding to attacks on odd-sounding federally-funded science. The session featured Rep. Jim Cooper (D-TN).

Social Media:

The GGA grew its social media presence this year by increasing activity on Twitter in particular, creating a **Facebook presence**, and engaging universities, scientific organizations, federal agencies, and the science- and policy-interested public. GGA's Twitter account, **@GoldGooseAward**, now has over 800 followers and is expanding steadily each month. On its most active day, GGA tweets were seen by some 47,000 users. This was due in part to GGA experimenting with paid content promotion to help reach new audiences, build the brand, increase engagement, and grow our follower base.

Website:

This year, the Golden Goose Award website, **www.goldengooseaward.org**, underwent a full redesign. The site continues to attract 30,000+ visitors per year, and traffic from one of GGA's most important key audiences—those in the Washington, DC metro area—continued to rise over last year. This was evident from the heightened interest in, and attendance at, the annual ceremony. The largest number of visits this year came from the United States, Great Britain, and China in that order, showing a continued growing interest from abroad.

Congress:

In 2015, the GGA lost one congressional supporter, Rep. Rush Holt (D-NJ), who retired, and regained another, with the return to Congress of Rep. Robert J. Dold (R-IL). The GGA also welcomed two new supporters, Reps. Suzanne Bonamici (D-OR) and Donna F. Edwards (D-MD). They joined the GGA's continuing congressional supporters: Rep. Jim Cooper (D-TN), Rep. Charlie Dent (R-PA), Rep. Randy Hultgren (R-IL), and Senator Chris Coons (D-DE). The GGA also partnered with universities affiliated with the 2015 Awardees to engage Members of Congress from the awardees' congressional districts. This resulted in six Members of Congress entering official commendations into the Congressional Record.

GOLDEN GOOSE AWARD CEREMONY

This year's award ceremony was held at the Library of Congress Jefferson Building in Washington, DC and hosted a near capacity crowd of approximately 400 people—almost twice the number of attendees last year. The response to the ceremony invitation was so strong that we had to close the RSVP form earlier than expected to ensure everyone could be accommodated. Guests included Members of Congress, the Director of the National Science Foundation, heads of federal science programs, congressional staff from the Appropriations, science-related, and other committees. staff from individual Member offices, 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.

*We are here tonight to honor
extraordinary scientists and full
funding of scientific research.*
— Representative Jim Cooper



*Thank you for supporting the Golden
Goose Awards, and I look forward to
coming back for years to come!*
— Representative Suzanne Bonamici

SUPPORT FOR THE AWARD

The Golden Goose Award is possible only because of the generous support of its sponsors. The GGA retained all Award sponsors from 2014. Multiple sponsors of the 2014 documentary video increased their commitments in 2015 to become Award Supporters. And, very importantly, the GGA welcomed several new sponsor organizations. Sponsorships in 2015 totaled \$167,500—an 82% increase in total sponsorship funding compared to 2014. This year, the Award welcomed its first sustaining Benefactor sponsor in Elsevier, which committed \$250,000 over five years, beginning in 2015.

AWARD SPONSORSHIPS

BENEFACTOR (\$50,000 AND ABOVE)

Elsevier

PARTNER (\$15,000 AND ABOVE)

Gordon and Betty Moore Foundation

United for Medical Research

FRIEND (\$10,000 AND ABOVE)

SAGE Publications

CONTRIBUTOR (\$5,000 AND ABOVE)

American Geophysical Union

American Mathematical Society

APS-Physics

Association of American Medical

Colleges

Association for Psychological Science

Battelle

SUPPORTER (\$2,500 AND ABOVE)

American Astronomical Society

American Educational Research
Association

American Physiological Society

American Psychological Association

American Society for Microbiology

The Biophysical Society

Consortium of Social Science

Associations (COSSA)

*Federation of Associations in Behavioral
& Brain Sciences (FABBS)*

Federation of American Societies for
Experimental Biology (FASEB)

IEEE-USA

The Optical Society

Semiconductor Industry Association

Society for Pediatric Research

Society for Research in Child

Development

Texas Instruments

New Sponsor / 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

*Harvard University and Harvard Medical
School*

The Johns Hopkins University

*Population Association of America in
partnership with American Statistical
Association*

Texas Tech University

University of Washington

Vanderbilt University

New Sponsor / Sponsor since 2012

*Today's Golden Goose
Award ... is a reminder
of how much we can get
done when we all work
together.*

— Senator Chris Coons

CONGRESSIONAL SUPPORTERS

Rep. Jim Cooper (D-TN)

Rep. Suzanne Bonamici (D-OR)

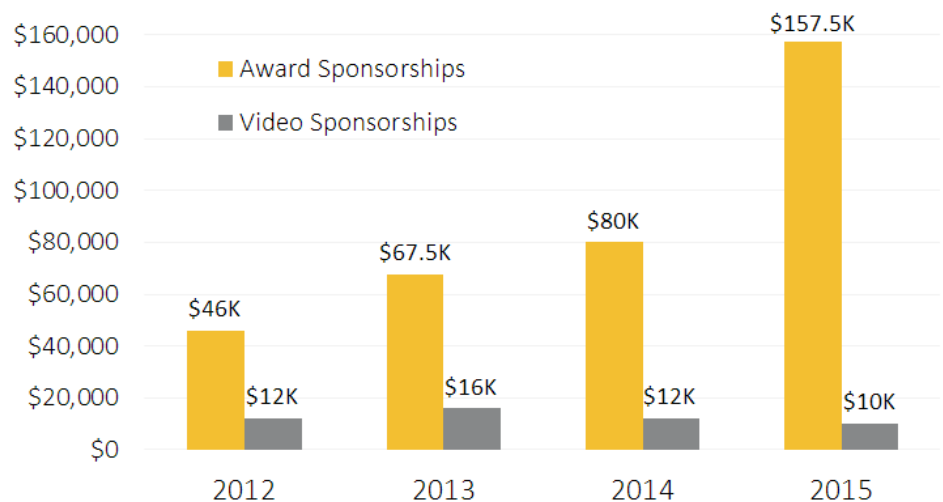
Senator Chris Coons (D-DE)

Rep. Charlie Dent (R-PA)

Rep. Robert J. Dold (R-IL)

Rep. Donna F. Edwards (D-MD)

Rep. Randy Hultgren (R-IL)



2016 – A LOOK FORWARD

The founding organizations are already engaged in preparations for the 2016 Golden Goose Award cycle. To accommodate the increased interest in the annual award ceremony and reach new and larger audiences, the GGA will seek to webcast the 2016 award ceremony live. The GGA is also broadening its audience for the ceremony by working harder on earned media engagement with science writers and journalists. The founding organizations are working toward securing the long-term future of the GGA and are taking steps to create a permanent home for the Award that would allow for greater year-round staffing, expanded Award activities, and potential new options for sponsorships and charitable gifts. The founding organizations were excited to earn the support of Elsevier as the first sustaining Benefactor-level sponsor. Elsevier's generous five-year commitment is a significant step toward ensuring GGA's future sustainability.

Other GGA priorities for 2016 include: increasing award nominations; cultivating new sponsor relationships; growing awareness of and support for the award in Congress; and expanding social media participation by past Awardees, sponsoring organizations, universities, and other organizations affiliated with awardees.



CELEBRATING SCIENTIFIC SUCCESS STORIES



Clockwise from top: Representative Jim Cooper speaks with Dr. and Mrs. Mischel in the Great Hall; Frank Sesno welcomes the audience; Rep. Cooper speaks about the value of federally funded basic research; awardees answer questions from Sesno during the ceremony; Dr. Wiesel responds to a question as his late colleague's son, Carl Hubel, looks on; CEO of Elsevier, the Award's first Benefactor-level sponsor, Ron Mobed, addresses a crowd of awardees and sponsors at a luncheon in their honor.