

# THE GOLDEN GOOSE AWARD

## 2017 YEAR IN REVIEW

---

### AWARDEES

KAICHANG LI

*The Sea Soy Solution*

Federal Agency: U.S. Department of Agriculture

JOYCE LONGCORE, ELAINE LAMIRANDE, DON NICHOLS, ALLAN PESSIER

*The Silence of the Frogs*

Federal Agency: National Science Foundation,  
The Smithsonian Institution

LOTFI ZADEH

*Fuzzy Logic*

Federal Agency: National Science Foundation,  
Air Force Office of Scientific Research



# GOLDEN GOOSE TAKES WING

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

## PUBLIC ENGAGEMENT

### Media

This year, GGA switched up how the awardees were announced. Instead of releasing the winners throughout the year, all 3 awarded projects were announced publicly on the day of the ceremony. The 2017 award saw coverage on both the national and local level, with more than 100 articles released nationwide, including major news outlets such as Popular Science and PBS NewsHour. 2017 awardee Lotfi Zadeh, who passed away several weeks prior to the ceremony at age 96, received particular media attention. The Golden Goose Award also organized sessions at the 2018 AAAS Annual Meeting on 2016 winners The Honey Bee Algorithm and The Sex Life of the Screwworm Fly.

### Social Media

The GGA increased its social media presence this year by increasing activity on social media accounts on Twitter, Facebook and YouTube. GGA's Twitter account, @GoldGooseAward, now has over 1,900 followers and is expanding steadily each month. On the day of the 6th Annual GGA Ceremony, @GoldGooseAward Twitter account and Facebook page engaged audiences using the event hashtag #GGA17. Paid content promotion and enhanced stakeholder engagement were utilized before and during the September 27 award ceremony, including "sneak peek" videos teasing the reveal of each of the three awarded projects.

### Website

The Golden Goose Award website, [www.goldengooseaward.org](http://www.goldengooseaward.org), had more than 25,000 visitors and 44,000 pageviews in total in calendar year 2017. Traffic from one of GGA's most important audiences — those in the Washington, DC metro area — held steady over the past year. This was evident in the continued high interest in, and capacity attendance at, the annual ceremony. While much of GGA's web traffic has come through direct links to the site, social media is a major driver of bringing new visitors to the website. The most popular content this year included the Awardees, History, and 2016 winner The Honey Bee Algorithm.

### Congress

In 2017, the GGA gained a new supporter, Sen. Cory Gardner (R-CO). Gardner joined the GGA's continuing congressional supporters: Rep. Jim Cooper (D-TN), Reps. Suzanne Bonamici (D-OR), Rep. Charlie Dent (R-PA), Rep. Randy Hultgren (R-IL), Sen. Chris Coons (D-DE) and Rep Bill Foster (D-IL). The GGA also partnered with universities affiliated with the 2017 Awardees to engage Members of Congress from the awardees' congressional districts.

## 2017 AWARD CEREMONY

The 2017 award ceremony was held on Wednesday, September 27 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 (Reps. Jim Cooper, Suzanne Bonamici, Bill Foster, Randy Hultgren, Dan Lipinski, Paul Tonko, and Sen. Cory Gardner), the Provost of the Smithsonian Institution, Director of the Air Force Office of Scientific Research, COO of the National Science Foundation, Director of the USDA's National Institute of Food and Agriculture, 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. Sen. Chris Coons attended the awardee luncheon earlier in the day where Maria Zuber, chair of the National Science Board, gave the keynote speech.

*"Let's make science bipartisan."  
— Sen. Cory Gardner*



*"It takes vision and persistence to  
solve our world's most complex  
problems."  
— Rep. Suzanne Bonamici*

# SUPPORT FOR THE AWARD

The Golden Goose Award is possible only because of the generous support of its sponsors. We retained many of our Award sponsors from 2016, and welcomed new sponsor organizations for both the Award and video. Sponsorships in 2017 totaled \$127,500—similar to our total sponsorship funding in 2016, though slightly lower due to some additional sponsorships specific to 2016'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

Elsevier

### PARTNER

United for Medical Research

### CONTRIBUTOR

American Mathematical Society

Association of American  
Medical Colleges

Association of American  
Universities

Battelle

SAGE Publishing

### SUPPORTER

American Astronomical Society

American Educational  
Research Association

American Geophysical Union

American Physical Society

American Physiological Society

American Psychological  
Association

Biophysical Society

Consortium of Social Science  
Associations

IEEE-USA

The Optical Society

Texas Instruments

## FOUNDING ORGS

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

Association of American Universities

Coalition for National  
Science Funding

Vanderbilt University

*"We need to celebrate  
our profession, celebrate  
science, celebrate  
discovery, and celebrate  
the best hope for the  
future of the planet."*

— Rep. Jim Cooper

## CONGRESSIONAL SUPPORTERS

Rep. Jim Cooper (D-TN)

Rep. Suzanne Bonamici (D-OR)

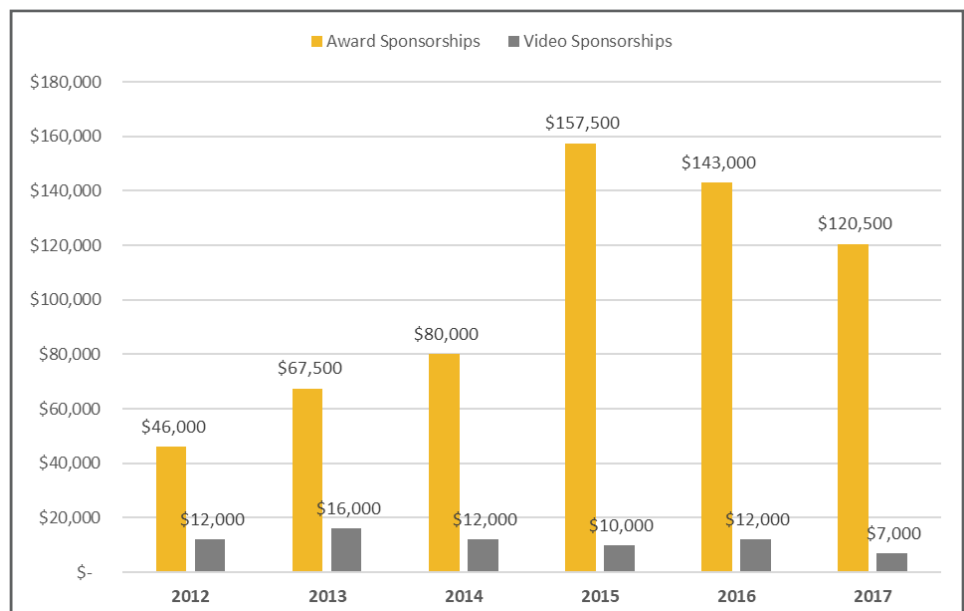
Sen. Chris Coons (D-DE)

Rep. Charlie Dent (R-PA)

Rep. Bill Foster (D-IL)

Sen. Cory Gardner (R-CO)

Rep. Randy Hultgren (R-IL)



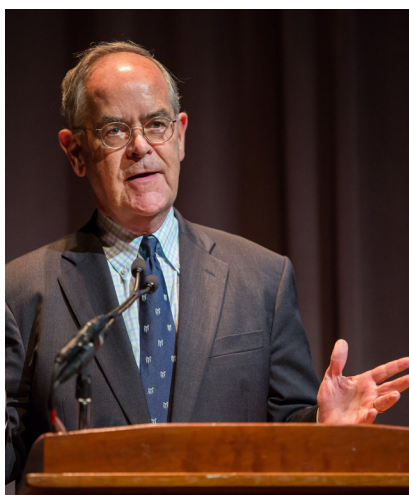


# 2018 – A LOOK AHEAD

With AAAS now in its second year of committing to enhanced engagement and ownership of the Award, the Award is on solid ground heading into the 2018 cycle. To continue engaging an even broader public interest in the annual award ceremony, the GGA will again webcast the 2018 Award Ceremony. 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 2018. 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 2018 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



@GoldGooseAward

[www.goldengooseaward.org](http://www.goldengooseaward.org)



[facebook.com/GoldenGooseAward](https://facebook.com/GoldenGooseAward)