



THE GOLDEN GOOSE AWARD

2018 YEAR IN REVIEW

2018 AWARDEES



MAHZARIN BANAJI, ANTHONY GREENWALD, BRIAN NOSEK

Implicit Bias

Federal Funding Agencies:
National Science Foundation
National Institutes of Health

For these social scientists, the early days of the internet offered a new way to experiment. Mahzarin Banaji and her mentor, Anthony Greenwald, have spent decades researching and developing the concept of "implicit bias," unintentional, unconscious biases that may impact our decisions. In 1998, graduate student Brian Nosek developed a simple web-based tool to aid in the research; the still-running website has since collected millions of data sets. The idea of implicit bias, once surprising, has now found diverse applications in boardrooms, classrooms, hospitals and more.

We honor Mahzarin, Anthony and Brian for helping
us to see ourselves a little more clearly.



2018 AWARDEES



STANLEY COHEN

Chickens, Cells and Cytokines

Federal Funding Agency:
National Institutes of Health

In a sense, it was "spoiled" eggs — spoiled in that they didn't work for his first experiment — that led Stanley Cohen to find evidence of what he named "cytokines," which he describes as "the vocabulary of the language that cells use to communicate with one another." Before throwing away the eggs, Cohen took another look. His observations laid the groundwork for discoveries in cytokine research that led to new therapeutic approaches to cancer and autoimmune diseases.

We honor Stanley for his determination and his lifelong drive to discover.

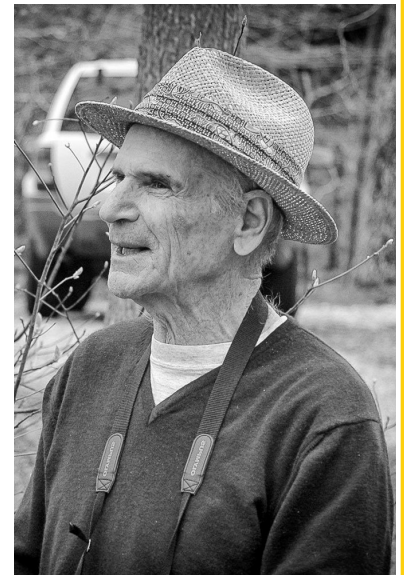
BRUCE GLICK

The Goose Gland: Discoveries in Immunology

Federal Funding Agencies:
National Institutes of Health
National Science Foundation
U.S. Department of Agriculture

The most spot-on Golden Goose Award may forever be Bruce Glick's, since the subject of his game-changing research was, in fact, a goose. As a graduate student, Glick became determined to figure out the purpose of a mystery gland found in geese, known as the bursa of Fabricius. His studies revealed that the gland was linked to the immune system, and the insights from this initial unexpected finding have helped lead to new frontiers in cancer treatment.

We honor Bruce for following his curiosity and demonstrating that geese truly can be golden. Glick's children, Daral and Bruce Jr., attended the ceremony and accepted the award in his honor.



GOLDEN GOOSE - YEAR VII

In its seventh year, the Golden Goose Award (GGA) continued to make great strides, thanks to consistent robust fundraising and support from the science community and the dedication of GGA co-chairs Erin Heath (AAAS) and Julia Smith (AAU).

PUBLIC ENGAGEMENT

Media and Outreach

The 2018 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. The 2018 awardees for "Implicit Bias" received particular media attention. The Golden Goose Award also organized a session at the 2019 AAAS Annual Meeting with 2017 awardees for "The Silence of the Frogs." All four awardees, Joyce Longcore, Allan Pessier, Don Nichols, and Elaine Lamirande presented on their work.

Social Media

The GGA maintained its social media presence this year with activity on social media accounts on Twitter, Facebook and YouTube. GGA's Twitter account, @GoldGooseAward, now has over 2,300 followers. On the day of the 7th Annual GGA Ceremony, @GoldGooseAward Twitter account and Facebook page engaged audiences using the event hashtag #GGA18. Paid content promotion and enhanced stakeholder engagement were utilized before and during the September 13 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, had more than 35,200 visitors and 54,200 pageviews in total in calendar year 2018, up significantly from 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. Much of GGA's web traffic comes through direct links to the site. The most popular content this year included the Awardees, History, and 2018 winner Implicit Bias.

Congressional Support

In 2018, the GGA gained a new supporter, Rep. Elise Stefanik (R-NY). Stefanik joined the GGA's continuing congressional supporters: Rep. Jim Cooper (D-TN), Rep. Suzanne Bonamici (D-OR), Rep. Randy Hultgren (R-IL), Sen. Chris Coons (D-DE), Rep. Bill Foster (D-IL), and Sen. Cory Gardner (R-CO).

2018 AWARD CEREMONY

The 2018 award ceremony was held on Thursday, September 13 at the Library of Congress Jefferson Building in Washington, DC. Registration for the event exceeded 700 people, a new record! Guests included Members of Congress (Reps. Jim Cooper, Suzanne Bonamici, Bill Foster, and Elise Stefanik), Canada's Chief Science Advisor, the Chair of the National Science Board and other NSB members, Federal agency and Congressional staff, and individuals from the science, education, and business communities. Hosted by Frank Sesno, Emmy Award-winning journalist and Director of the School of Media and Public Affairs at The George Washington University, the ceremony was very well received by the attendees. Nearly 200 viewers tuned in to the online ceremony livestream. Sen. Chris Coons attended the awardee luncheon earlier in the day.

"It is important to support research even when we don't know what the outcome will be at the outset."

— Rep. Suzanne Bonamici



"We must continue to invest in curiosity-driven scientific research in order to remain the global leader in innovation."

— Rep. Elise Stefanik

SUPPORT FOR THE AWARD

The Golden Goose Award is possible only because of the generous support of its sponsors. In 2018, the Award retained many of its sponsors from 2017, and welcomed new sponsor organizations for both the Award and video. Total sponsorships in 2018 totaled \$143,250. The vast majority of funds were used to pay for the annual Award Ceremony, Awardee travel to and from the Ceremony, and toward the documentary video content and paid advertising. Staffing and other overhead are almost entirely provided through in-kind contributions from the founding organizations.

AWARD SPONSORSHIPS

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American Physical Society

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Association of Public & Land-grant Universities

The Biophysical Society

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VIDEO SPONSORSHIPS

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Coalition for National Science Funding

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Vanderbilt University

CONGRESSIONAL SUPPORTERS

Rep. Jim Cooper (D-TN)

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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

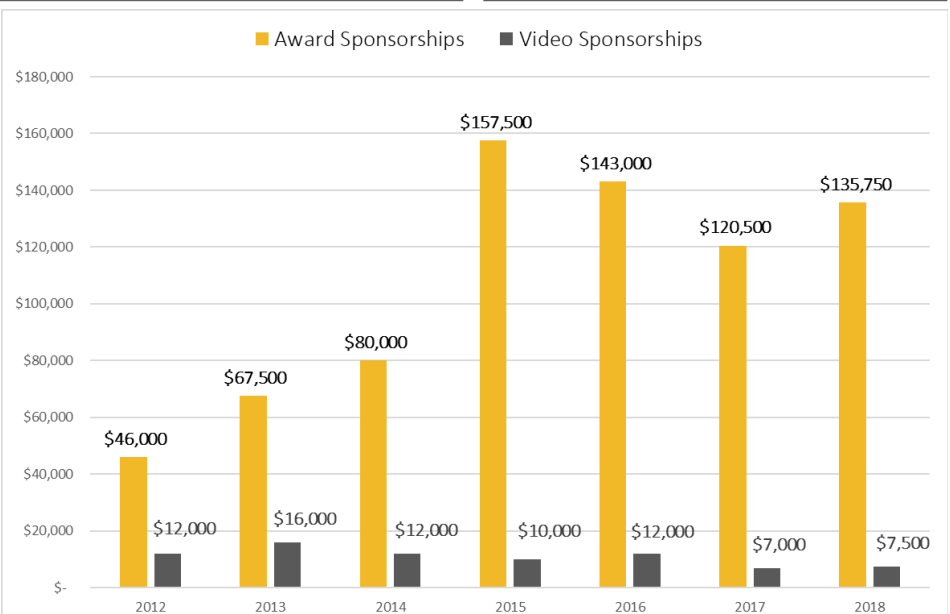
The Science Coalition

Task Force on American Innovation

United for Medical Research

"I want young people to grow up dreaming big dreams, but it takes resources to make that happen."

— Rep. Jim Cooper



2019

A NEW CONGRESS, A NEW YEAR

In 2019, the Golden Goose Award enters its third year as an official program and Award managed by the American Association for the Advancement of Science (AAAS) and its staff. The Award draws from the expertise of staff in various AAAS units, including the Office of Government Relations (its primary home), Office of Meetings and Special Events, Office of Public Programs, Finance and Facilities Management, and Philanthropy and Strategic Partnerships.

The Golden Goose Award Steering Committee continues to support the award through founding organizations will continue to seek increased financial support for the Award through engagement with potential corporate sponsors and "Benefactors," "Partners" and "Friends" of the Award.

The Award's priorities for 2019 include: further engaging the scientific community in award nominations; cultivate new and continuing sponsor relationships; grow awareness of and support for the award in Congress; enhance the award's online presence and awareness of the award.



Stanley Cohen

Mahzarin Banaji

Brian Nosek

Anthony Greenwald

Daral Glick