

# THE GOLDEN GOOSE AWARD

## 2013

## YEAR IN REVIEW

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### AWARDEES

*MARKET DESIGN:* ALVIN ROTH, DAVID GALE, LLOYD SHAPLEY

FEDERAL FUNDING AGENCIES: OFFICE OF NAVAL RESEARCH, NATIONAL SCIENCE FOUNDATION

*THERMUS AQUATICUS:* THOMAS BROCK AND HUDSON FREEZE

FEDERAL FUNDING AGENCY: NATIONAL SCIENCE FOUNDATION

*DIABETES MEDICATION DEVELOPED FROM GILA MONSTER VENOM:* JOHN ENG

FEDERAL FUNDING AGENCY: DEPARTMENT OF VETERANS AFFAIRS





## INTRODUCTION

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The Golden Goose Award's second year was successful in increasing congressional engagement, achieving stronger name recognition for the Award, and obtaining greater sponsorship participation. Work has already begun to further elevate the profile and prestige of the award in 2014.

## “GOLDEN GOOSE” SYNONYMOUS WITH SCIENCE

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### **MEDIA, WHITE HOUSE, AND CONGRESSIONAL ATTENTION:**

The Golden Goose Award increased its presence in the press last year, with several published news stories on the award. 2013 saw Golden Goose related articles published by NPR, FOX News, The Scientist, Inside Higher Ed, Digital Journal, and Pacific Standard, among others. In addition to these articles, there was greater social media interest, and there were blog postings and press releases from the White House, Members of the Senate and the House, as well as Congressional letters encouraging other Members of Congress to support the award. A list of these press releases and articles is maintained on the Golden Goose Award site under the [News tab](#).

### **WEBSITE ANALYTICS:**

The Golden Goose Award presence online also grew in 2013. The website analytics for [www.goldengooseaward.org](http://www.goldengooseaward.org) highlight the volume of additional interest in the award this year at a visitor increase of 124% from 2012 to 2013.

**2012 VISITORS: 5,847**

**2013 VISITORS: 14,947**

The GGA site received a 50% increase in the amount of visits from mobile and tablet devices, supporting our decision to design the site with a mobile friendly platform. Nearly 20% of site visitors identify as frequent users of the GGA site. The largest number of visits have come from the United States, Canada, Italy and China in that order, showing an increased interest abroad as well as nationally.

## GOLDEN GOOSE AWARD CEREMONY

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This year's Award ceremony was held at the Reserve Officer's Association, located on Capitol Hill in Washington, DC. Attendance was approximately 30% higher than the previous year. The ceremony in 2012 was very well attended and was a standing room only event. Despite the larger venue for this year's ceremony, by the end it was again standing room only. Guests included Members of Congress, congressional staff, media, and individuals from the science, education, and business communities. Hosted by veteran news correspondent and author Paul McKellips, the ceremony was extremely well received by the attendees. Speakers included:

- Representative Jim Cooper
- Senator Chris Coons
- Representative Randy Hultgren
- Representative Rush Holt
- Representative Scott Peters

# SPONSORSHIPS

The Golden Goose Award is possible only because of the generous support of its sponsors. Several new organizations sponsored the award in 2013. This was in addition to all of the organizations that supported the award in 2012. Award sponsorships in 2013 totaled \$83,500 (\$67,500 for the award itself, and \$16,000 in video sponsorships.) This reflects a 46.7% increase in sponsorship funding from 2012 (not including the Lounsbery Foundation start-up grant received in 2012).

## AWARD SPONSORSHIPS

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

Gordon & Betty Moore Foundation

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

APS Physics\*

American Mathematical Society \*

Association for Psychological Science\*

Association of American Medical Colleges\*

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

American Astronomical Society\*

American Educational Research Association

American Psychological Association\*

American Society for Microbiology

American Sociological Association

The Biophysical Society

FASEB

IEEE-USA

Texas Instruments\*

\* 2012 and 2013

## FOUNDING SPONSORS

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 Chemical Society\*

American Educational Research Association

American Mathematical Society\*

Brown University

IEEE-USA

SAGE Publications

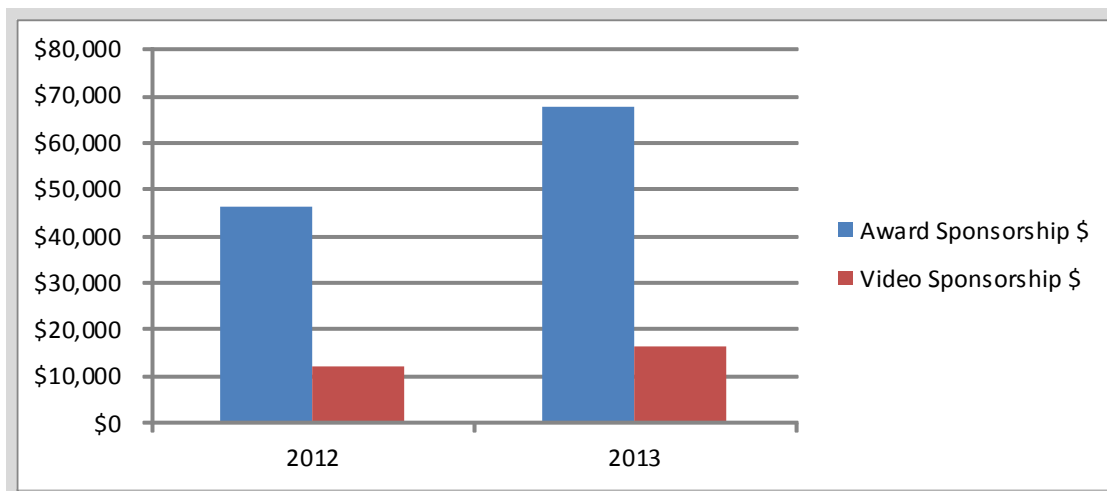
Stanford University

UCLA

University of Michigan

Vanderbilt University\*

\* 2012 and 2013



# 2014—A LOOK FORWARD

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The Golden Goose Award is already gearing up for another successful award season in 2014.

In February 2014, the Golden Goose Award will be the subject of a session at the American Association for the Advancement of Science annual meeting in Chicago, with a potential audience of 2,000 members of the research community, the media, and others interested in science and technology. The goal of the session is to bring greater attention to the Award and its mission, as well to demonstrate the bipartisan support in Congress not only for the Award but for federally funded basic research. The speakers for the session are 2012 Award winner Dr. Martin Chalfie and Representatives Jim Cooper (D-TN), Randy Hultgren (R-IL), and Regents' Professor Leslie Tolbert in the Department of Neuroscience at the University of Arizona .

Planning for 2014 awardee announcements and the annual award ceremony is well underway. The Golden Goose Award Steering Committee is also exploring new opportunities to engage Members of Congress, their staff, and the media.

2014 promises to be another year of growth and continued success for the Golden Goose Award. The founding organizations are also working to secure the future of the Golden Goose Award, with the goal of having the award designated as a 501(c)3 nonprofit charitable organization by 2015.

The Golden Goose Award Steering Committee would like to thank the award's sponsors and supporters for their part in making this award a success.

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## *CELEBRATING SCIENTIFIC SUCCESS STORIES*

