

# THE GOLDEN GOOSE AWARD

## 2014

### YEAR IN REVIEW

---

#### AWARDEES

PRESTON MCAFEE, PAUL MILGROM, ROBERT WILSON

AUCTION DESIGN

FEDERAL AGENCIES: ATOMIC ENERGY COMMISSION, NATIONAL SCIENCE FOUNDATION,  
OFFICE OF NAVAL RESEARCH

GARY EVONIUK, TIFFANY FIELD, CYNTHIA KUHN, SAUL SCHANBERG

RAT AND INFANT MASSAGE

FEDERAL AGENCY: NATIONAL INSTITUTES OF HEALTH

LARRY SMARR

BLACK HOLES AND SUPERCOMPUTING

FEDERAL AGENCY: NATIONAL SCIENCE FOUNDATION



# “GOLDEN GOOSE” SYNONYMOUS WITH SCIENCE

---

## INTRODUCTION:

2014 was the best year yet for the Golden Goose Award. The sponsors, founding members, and awardees were all very engaged in bringing attention to the award, which resulted in strong financial backing and increased interest in the annual award ceremony and reception.

## SOCIAL MEDIA:

The Golden Goose Award (GGA) made strides on social media this year, increasing activity on Twitter in particular. A number of universities and other institutions and organizations followed and retweeted the Golden Goose Award. The GGA debuted on Twitter in December 2013. It now has well over 350 followers, and efforts will intensify in 2015 to increase that number. On its most active day, tweets by GGA (@GoldGooseAward) were on the screens of some 4,000 viewers. On that same day, tweets by GGA or about the GGA could potentially have been seen by some 65,000 viewers.

## WEBSITE ANALYTICS:

The Golden Goose Award online presence doubled this year. The traffic to [www.goldengooseaward.org](http://www.goldengooseaward.org) highlights the volume of additional interest in the award this year at a visitor increase of 116% from 2013 to 2014.

**2012 PAGE VIEWS: 5,847**

**2013 PAGE VIEWS: 14,947**

**2014 PAGE VIEWS: 32,321**

The GGA website's mobile-friendly platform helped contribute to the increased visits. The largest number of visits this year came from the United States, Great Britain, and China in that order, showing a continued strong interest from abroad. Additionally, the number of visits from the Washington DC area also increased.

## GOLDEN GOOSE AWARD CEREMONY

*Welcome to the 3rd Annual Golden Goose Award...the Academy Awards for geeks!*

*-Miles O'Brien*

This year's award ceremony was held at the Library of Congress in Washington, DC. In 2014, we worked to book a venue early in the year that would meet the increasing interest in the award but maintain a proximity to Congress which would allow Members to attend the ceremony and still cast votes if necessary. Guests included Members of Congress, over fifty congressional staffers, and individuals from the science, education, and business communities. Hosted by PBS NewsHour's science correspondent, Miles O'Brien, the ceremony was extremely well received by the attendees.

*Just a few years ago the word serendipity was not in the dictionary, and today, we're here to celebrate it. —Representative Jim Cooper*



*At a time when there is too little that is bipartisan and too little that is dedicated to understanding science, this is a terrific award. — Senator Chris Coons*

# SUPPORT FOR THE AWARD

The Golden Goose Award is possible only because of the generous support of its sponsors. Several new organizations sponsored the award in 2014. This was in addition to nearly all of the organizations that supported the award in 2012 and 2013. Award sponsorships in 2014 totaled \$92,000 (\$80,000 for the award itself, and \$12,000 in video sponsorships.) This reflects a 59% increase in sponsorship funding from 2013.

## AWARD SPONSORSHIPS

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

Gordon & Betty Moore Foundation  
SAGE Publications

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

APS Physics\*  
American Mathematical Society\*  
Association for Psychological Science\*  
Association of American Medical Colleges\*  
Battelle  
University of Illinois at Urbana-Champaign

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

American Astronomical Society\*  
American Society for Microbiology  
The Biophysical Society  
FASEB  
IEEE-USA  
Texas Instruments\*

\* 2012, 2013, and 2014

## 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

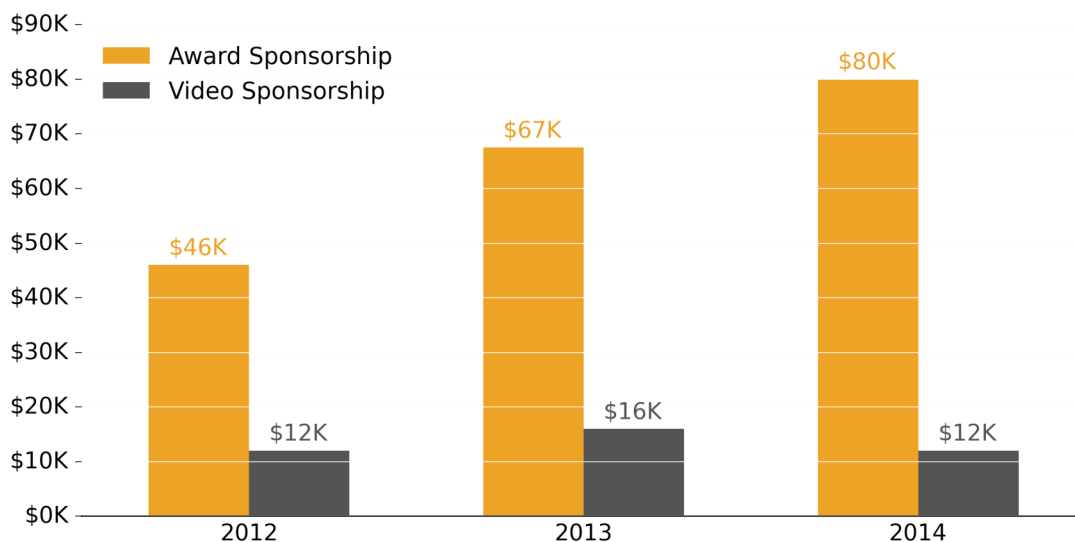
American Mathematical Society\*  
American Physiological Society  
American Psychological Association\*  
The Babcock & Wilcox Company  
COSSA  
Duke University  
Stanford University  
Vanderbilt University\*

\* 2012, 2013, and 2014

WE CAN MAKE LIVES BETTER FOR  
OUR KIDS, FOR THE WORLD,  
BECAUSE OF INCREDIBLE RESEARCH  
GOING ON RIGHT HERE IN AMERICA.  
—REPRESENTATIVE RANDY  
HULTGREN

## CONGRESSIONAL SUPPORTERS

Representative Jim Cooper (D-TN)  
Senator Chris Coons (D-DE)  
Representative Charlie Dent (R-PA)  
Representative Randy Hultgren (R-IL)  
Representative Rush Holt (D-MI)



# 2015—A LOOK FORWARD

---

The founding organizations are already engaged in preparations for the 2015 Golden Goose Award. To accommodate the increased interest in the annual award ceremony, The 2015 event may require a larger venue. The GGA is also broadening its audience for the ceremony by inviting a larger group of science educators and supporters. The goal of the founding organizations is to incorporate the award as a 501 (c) (3) nonprofit organization. This would help ensure the long-term future of the award and open up new options for sponsorships and charitable gifts. To this end, a grant proposal is under development and will be submitted to interested foundations for their consideration. Additional corporate and other association sponsors are also being sought to facilitate this transition. Awardees, both past and present, will be asked to participate in social media campaigns regarding their award and to highlight the importance of federally funded basic research. The founding organizations will also work with congressional offices to grow support of the award in Congress.



## *CELEBRATING SCIENTIFIC SUCCESS STORIES*

