

**Standout in the Information
Superhighway
Science Communication Workshop
January 19, 2023,
9-1 PST, Virtual****Location:****Date:** January 19, 2023**Time:** 9AM-1PM PST

Workshop Agenda and Presenters

9:00-9:15	Welcome and Introduction. Jen Wroblewski, NWABR Engagement Manager
9:15-10:15	Combating Misinformation. Matt Jacob, Jacob Consulting, Public Health Consultant
10 :15-11:15	Data Visualization. Michael Zager, Fred Hutch Director of Center for Data Visualization
11:15-11:30	Break
11:30-12:30	Connecting with Culture. Jenn Klotz, Genentech Director of Community Relations
12:30-1:00	Wrap Up. Jen Wroblewski

Meet the Presenters

Matt Jacob. Mr. Jacob began his career as a journalist before entering the field of policy and health communications. Since 2016, he has consulted for a variety of nonprofit organizations, including the American Academy of Pediatrics, Arcora Foundation (Seattle) and the American Dental Association. In 2013, he delivered a presentation to the National Research Council's Roundtable on Health Literacy. Mr. Jacob has authored several articles in scientific journals, including a 2022 article in the *Journal of Dental Research* on using the elements of storytelling to report research findings. In 2014, he was named as a Health Literacy Hero by HealthLiteracyMonth.org. Mr. Jacob is a member of the National Association of Science Writers.

Michael Zager. Mr. Zager is the Director of the Brotman Baty Data Visualization Center at the Fred Hutch, which he was recruited to launch and operate in 2018. In this role, Michael oversees operations of the Center and produces interactive visualizations for complex, precision biological data. His work at the Center turns data into life-saving discoveries. Michael's career has included developing experiential websites and digital marketing. Mr. Zager's professional journey has included designing websites for rock groups and Fortune 100 corporations, and creating digital installations for retail and corporate events.

Jenn Klotz. Jenn is a Portland native whose current role at Genentech Inc is the External Communication/Community Relations Lead in Oregon. She is responsible for executing site based equity



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focused giving and external communication strategies, focused on initiatives that help Genentech connect with the community.

In the 14 years Jenn has been with Genentech she has been a member of the senior leadership team and is currently the executive sponsor for employee led diversity teams at the Portland and Hillsboro campuses. Jenn is passionate about contributing to the community in meaningful ways while working relentlessly through the lens of equity.

Outside of work Jenn is the mother of two adult sons, a professional musician and an avid volunteer in the community. She is currently a Court Appointment Special Advocate for teens in the foster system and was the 2019 Athena Women's leadership award recipient. Jenn's superpower is connecting ALL people to help improve their lives.

Jen Wroblewski. Jen is the Engagement Manager for Northwest Association for Biomedical Research (NWABR), building public trust in biomedical research. Her long tenure at NWABR has focused on developing, implementing and evaluating public understanding of biomedical research through bi-directional public outreach programs which facilitate positive interactions between science professionals and the public. Jen also designs and delivers science communication training through consultations and workshops to equip science professionals to more effectively impact audiences with whom they communicate. Prior to her role at NWABR, Jen worked for ten years as a research scientist at Harborview Medical Center.

Jen is the mom of three pre-teen/teenaged kids, a gardener and baker. She is the Co-Founder and current organizer of Science on Tap, the oldest science café in the region.