PUBLIC AFFAIRS SCIENCE AND TECHNOLOGY (PAST)

Argonne NATIONAL LABORATORY

PAST | FUSION ACADEMY

AT ARGONNE NATIONAL LABORATORY

COURSE CATALOG 2023

Learn from the PAST, prepare for the future

The Public Affairs Science and Technology (PAST) Fusion Academy offers virtual/in-person learning on a wide range of emergency management and public affairs topics, plus virtual/in-person realistic simulations to test your skills.

Stay connected to your internal and external stakeholders by keeping up with new tech and best practices to use in your communications before, during and after an emergency.

New course listings for 2023

Abbreviated Course Listing

All courses can be delivered virtually or in-person

PUBLIC AFFAIRS

PAA101	**Public Affairs Training for Communication Professionals**
PAA102	**Equity, Apathy and Outreach NEW**
PAA103	**Public Affairs for the On-scene Coordinator NEW**

RISK AND CRISIS COMMUNICATION

RC200	**Risk and Crisis Communication Methodology and Strategy**
RC201	**Joint Information System and Joint Information Center Operations and Strategy**
RC202	**Identifying and Addressing Communication Complexities**
RC203	**Building and Maintaining a Resilient Joint Information System**
RC204	**Risk and Crisis Communication Strategy and Practice for Radiological and Nuclear Incidents**
RC205	**Risk and Crisis Communication Strategies for Dam Emergencies**
RC206	**Risk and Crisis Communication Practice for Telephone Teams**
RC207	**Risk Communication—Moving Individuals from Awareness to Action**
RC208	**Identifying and Addressing False Information in the Digital Era**

SOCIAL MEDIA TECHNOLOGY AND DIGITAL COMMUNICATION

SMDC300	**Social Media Technology and Digital Communication**
SMDC301	**Advanced Social Media Technology and Digital Communication**
SMDC302	**Advanced Social Media Strategy and Analytics**
SMDC303	**The Social JIS/JIC**
SMDC304	**Social Media for Situational Awareness**
SMDC305	**Social Media Monitoring and Reporting**

PUBLIC INFORMATION TECHNOLOGY AND DIGITAL COMMUNICATION

PITC400	**Public Information Technology and Practice for Smartphones and Tablets**
PITC401	**"Go Live" Livestreaming Technology and Practice**
PITC402	**Mapping GIS Tools and Techniques for Public Affairs**

MEDIA RELATIONS

MR500	**Preparing the Spokesperson**
MR501	**Spokesperson for Leadership and Subject-Matter Experts**
MR502	**Spokesperson for PIOs/PAOs**
MR503	**Intense Spokesperson**
MR504	**News Conference Live/Remote Strategies**

EXERCISES AND DRILLS

Train to prepare, exercise to respond

SITE CONSULTATION

In-person/remote consultation services

PUBLIC AFFAIRS

All courses can be delivered virtually or in-person

TARGET AUDIENCE

- Communication Professionals
- Decision-Makers and Senior Leaders
- Emergency Management
- Emergency Medical Services
- Fire Services
- Government Agencies
- Health Care
- Law Enforcement
- Public Health
- Public Safety
- Social Media Managers
- Subject-Matter Experts

PUBLIC AFFAIRS TRAINING FOR COMMUNICATION PROFESSIONALS PAA101

This is customizable, highly immersive public affairs training for communication professionals. Focus areas include: methodologies and strategies for identifying and addressing target audiences; coordinating on-scene logistics; employing best practices for news media staging; effectively using news conference stagecraft; communicating visually enhanced digital media techniques to increase engagement; employing media outreach methods and strategies; becoming familiar with news media law and policy; methodologies and strategies for risk and crisis communication; message development; spokesperson preparation and conduct; and leveraging digital technology, social media and emerging tools/ techniques. During this training, participants will have the opportunity to engage in a variety of intense and fast-paced media interviews, employ hands-on interaction with digital and social media, and participate in a number of practical exercises that reinforce message development, methodology and strategy.

Maximum participants 25

EQUITY, APATHY AND OUTREACH PAA102 NEW

This interactive workshop, designed for communications professionals, will explore the relationship between communications and community engagement, how this relationship has evolved over time, and what it means for government representatives. Drawing on best practices research and professional experiences of success and failure, a community engagement expert will provide an overview of engagement fundamentals, highlighting methods that promote equity and undermine apathy. Small group activities based on real-world examples will be sprinkled throughout the session to encourage participants to apply these skills.

Maximum participants 25

PUBLIC AFFAIRS FOR THE ON-SCENE COORDINATOR PAA103 NEW

One of the most important duties for an On-scene Coordinator (OSC) is communicating effectively with stakeholders during a response. In this one-day training, participants will learn about the public information and community relations responsibilities of the OSC; the importance of stakeholder engagement; the role of the Public Affairs Officer; what the public and media want and need in an emergency; and how to develop and deliver key messages for maximum impact and effectiveness. This course includes a modified Spokesperson Training with opportunities to practice multiple on-camera media interviews, learn best practices for news media staging, and understand and use news conference stagecraft.

Maximum participants 15

RISK AND CRISIS COMMUNICATION

All courses can be delivered virtually or in-person

TARGET AUDIENCE

- Communication Professionals
- Decision-Makers and Senior Leaders
- Emergency Management
- Emergency Medical Services
- Fire Services
- Government Agencies
- Health Care
- Law Enforcement
- Public Health
- Public Safety
- Social Media Managers
- Subject-Matter Experts

RISK AND CRISIS COMMUNICATION METHODOLOGY AND STRATEGY RC200

This workshop is specifically designed for public Information officers, public affairs officers, communication professionals, emergency managers and Joint Information Center staff. Participants learn and apply focused methodologies and strategies for: (1) identifying and addressing target audiences; (2) considering the literacy levels of your audiences; (3) communication strategies; (4) social media trends and principles; (5) social media legal matters; (6) employing news media outreach; (7) news media policy; (8) coordinating media staging and on-scene logistics; and (9) creating digital media kits.

Maximum participants 25

JOINT INFORMATION SYSTEM AND JOINT INFORMATION CENTER OPERATIONS AND STRATEGY RC201

This workshop, intended for public affairs professionals and Joint Information Center staff, prepares participants to build relationships and work alongside government, non-government, private, nonprofit and emergency/disaster aid organizations with a common goal of communicating with one voice to multiple stakeholders. Participants work in group sessions that facilitate planning, coordination, team building and implementation of Joint Information System and Joint Information Center (JIS/JIC) best practices. The workshop includes live news broadcasts, simulated radio broadcasts and digital news stories, and taped participant interviews that utilize one of the safest and most realistic training environments, the Exercise News Network. Participants have the opportunity to practice gathering, analyzing and verifying information; crafting and coordinating messaging; disseminating and monitoring information via multiple communication channels; and tracking and documenting incoming data. Real-world social media platforms, including Facebook, Instagram, and Twitter, are integrated into the final course exercise.

Maximum participants 25

IDENTIFYING AND ADDRESSING COMMUNICATION COMPLEXITIES RC202

This training is for public affairs personnel, emergency management staff, government officials and subject-matter-experts tasked with providing emergency public information. In this course participants will be introduced to communication complexities and considerations that communicators should take into account when crafting messages during high-stress events. Case studies will be employed to reinforce the importance of identifying and addressing communication complexities during such times. The course will focus on identifying and formulating strategies to address various communication complexities that communities will likely encounter when preparing for, responding to or recovering from emergency events.

Maximum participants 25

BUILDING AND MAINTAINING A RESILIENT JOINT INFORMATION SYSTEM RC203

This training is for public affairs personnel, emergency management staff, government officials and subject-matter-experts tasked with emergency public information responsibilities. Participants will gain experience and expertise in building and maintaining a robust Joint Information System (JIS). Based on National Incident Management System (NIMS) requirements, this course focuses on recruiting for the JIS, building bench strength, elements of mutual aid and assistance, employing emergency management assistance compacts, identifying and developing JIS capabilities, and key planning considerations for maintaining a resilient JIS.

Maximum participants 25

RISK AND CRISIS COMMUNICATION STRATEGY AND PRACTICE FOR RADIOLOGICAL AND NUCLEAR INCIDENTS RC204

This workshop is specifically designed to address risk and crisis communication for radiological and nuclear incidents. Recognizing the unique challenges associated with these events, participants will learn how to apply focused communication strategies and practices; identify and address communication complexities; identify and address target audiences; coordinate the communication of public information and speak with “one voice;” coordinate news conferences and effectively utilize news conference stagecraft; employ best practices for news media staging; develop radiological and nuclear incident key messages and talking points utilizing a message map; effectively communicate key messages and talking points on-camera; and implement social media strategies and best practices.

Maximum participants 25

RISK AND CRISIS COMMUNICATION STRATEGIES FOR DAM EMERGENCIES RC205

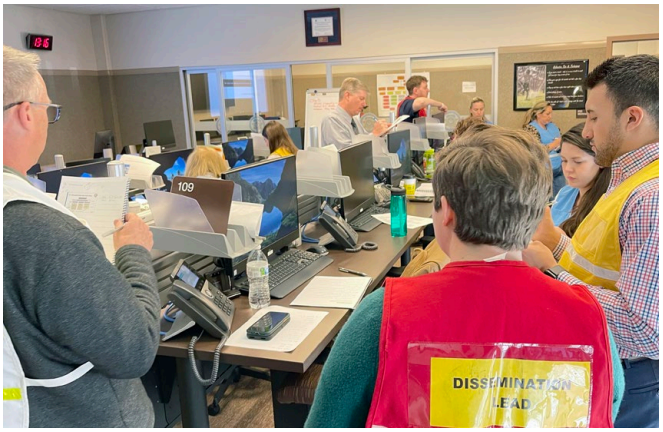
This interactive workshop will focus on understanding the fundamentals of risk and crisis communication strategies for dam emergencies. Using practical and participatory exercises, the workshop will cover the basics of risk communication, theories of protective action decision making, and how to communicate protective actions effectively based on the nature of the incident. Expert instructors in risk and crisis communication will provide workshop participants with skills, models and tools to enable effective response and communication for a wide range of dam safety emergencies and incident. This workshop will conclude with a tabletop exercise (TTX) aimed at examining and exercising communication plans. The TTX scenario will involve a simulated dam-focused incident at a local dam.

Maximum participants 25

RISK AND CRISIS COMMUNICATION PRACTICE FOR TELEPHONE TEAMS RC206

This highly interactive workshop is for agency staff who will interact with the media and public during emergency events as members of a telephone team. Key points to be stressed during the training include understanding how the telephone team fits into the Joint Information System/ Center structure, and understanding responsibilities for providing approved, releasable information to callers. The course also focuses on how to speak with “one voice” to multiple stakeholders and the tools necessary to be effective. Participants will engage in extensive telephone interview practice and role-playing. Message delivery, methodology and strategy will be reinforced throughout this workshop.

Maximum participants 12



RISK COMMUNICATION—MOVING INDIVIDUALS FROM AWARENESS TO ACTION RC207

This interactive course is designed for practitioners who have a role in working with and communicating risk to internal and external audiences. Participants will enhance their skills in applying key risk communication concepts and strategies to develop effective messages and outreach approaches. With a focus on understanding and using risk communication methods to motivate appropriate preparedness and response behaviors, the course examines the communication needs of different populations; how to create effective alerts and warnings rooted in research-based social science; and sharing best practices that demonstrate the ability to apply risk communication concepts to motivate action.

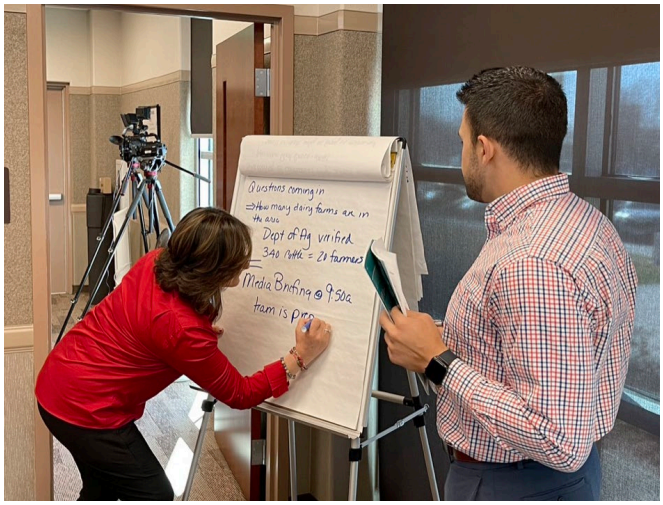
Maximum participants 25

IDENTIFYING AND ADDRESSING FALSE INFORMATION IN THE DIGITAL ERA RC208

The spread of misinformation and disinformation is an evolving threat to emergency preparedness, response and recovery that is ever-expanding in the amount and ease of transmission. The rapid influx of information and wide variety of digital mediums to disseminate it makes it increasingly difficult to discern what is accurate. This interactive workshop is designed to help improve the ability of federal, state, and local emergency managers and communicators to understand, identify and combat the proliferation of misinformation and disinformation, and the challenges they present before, during and after emergencies. Workshop participants will learn about the various types of false information and how to successfully mitigate its effects.

Maximum participants 25

PAST Fusion Academy training helps you get it right, when it counts.



TARGET AUDIENCE

- Communication Professionals
- Decision-Makers and Senior Leaders
- Emergency Management
- Emergency Medical Services
- Fire Services
- Government Agencies
- Health Care
- Law Enforcement
- Public Health
- Public Safety
- Social Media Managers
- Subject-Matter Experts

SOCIAL MEDIA TECHNOLOGY AND DIGITAL COMMUNICATION SMDC300

This introduction to social media workshop — designed for public information officers, public affairs officers, government communicators and emergency management personnel —offers practical solutions utilizing the most current and accessible public information and situational awareness technology. Social Media Technology and Digital Communication training provides hands-on interaction and practice with tablet technology, mobile applications and social media.

Maximum participants 25

ADVANCED SOCIAL MEDIA TECHNOLOGY AND DIGITAL COMMUNICATION SMDC301

Designed for public information and public affairs officers, government communicators and emergency management personnel ready for more advanced training, this customizable course builds upon the skills learned in the introductory Social Media Technology and Digital Communication (SMDC300) course. This training provides next-level hands-on interaction with mobile technology, mobile applications, social media and emerging technology. Participants are exposed to the skills necessary to implement advanced technology techniques to support emergency management operations.

Maximum participants 25

ADVANCED SOCIAL MEDIA STRATEGY AND ANALYTICS SMDC302

Designed for public information and public affairs officers, government communicators and emergency management personnel, this course provides participants with an understanding of the importance of creating a comprehensive social media strategy and practice in evaluating social media analytics. Course participants are empowered with the tools to develop a social media strategy and the ability to effectively analyze and evaluate social media analytics.

Maximum participants 25

THE SOCIAL JIS/JIC SMDC303

Intended for public affairs professionals and Joint Information Center staff, this course prepares participants to build relationships and work alongside partners with a common goal of communicating with “one voice” to multiple stakeholders using technology and social media. With extensive social media hands-on practice for internal and external communication, participants work in group sessions to implement best practices and lessons learned that facilitate planning, coordination, team building and implementation of Joint Information System/ Center functions. Participants are given the opportunity to practice gathering, analyzing and verifying information; crafting and coordinating messaging; disseminating information via multiple communication channels; tracking and documenting incoming data; and monitoring multiple communication channels using social media techniques.

Maximum participants 25

SOCIAL MEDIA FOR SITUATIONAL AWARENESS SMDC304

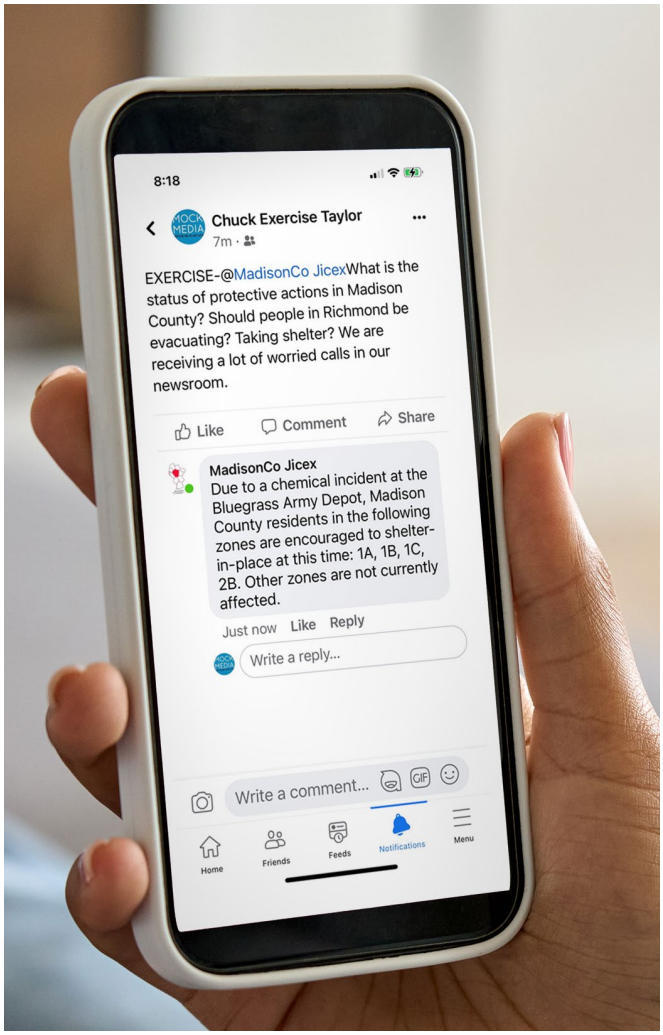
This training is for public affairs personnel, emergency management staff, government officials and subject-matter-experts tasked with maintaining situational awareness of emergency public information (EPI) activities. Participants will identify strategies, tools and techniques to leverage social media for situational awareness. The course focuses on demonstrating the ability to perform native searches using social media platforms; using third-party search tools; and discussing strategies and techniques to leverage crowd-sourced tools to make informed EPI decisions. All course units employ a combination of lecture and extensive hands-on practice.

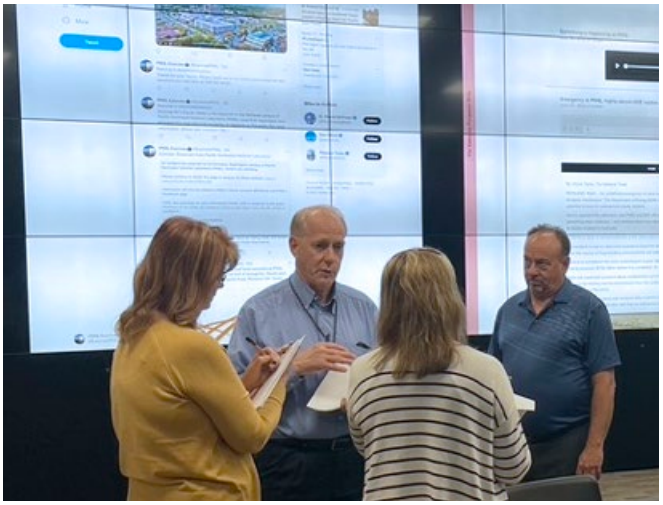
Maximum participants 25

SOCIAL MEDIA MONITORING AND REPORTING SMDC305

This training is for public affairs personnel, emergency management staff, government officials and subject-matter experts responsible for social media monitoring and reporting during an emergency. Participants will gain experience in using tools that monitor media- and public-based information sources such as social media and aid in developing messages during an event. The course focuses on learning strategies for monitoring social media and reporting by tracking activity and using social media resources to ensure approved information is readily available. All course units employ a combination of lecture and extensive hands-on practice.

Maximum participants 25





PUBLIC INFORMATION TECHNOLOGY AND DIGITAL COMMUNICATION

All courses can be delivered virtually or in-person

TARGET AUDIENCE

- Communication Professionals
- Decision-Makers and Senior Leaders
- Emergency Management
- Emergency Medical Services
- Fire Services
- Government Agencies
- Health Care
- Law Enforcement
- Public Health
- Public Safety
- Social Media Managers
- Subject-Matter Experts

PUBLIC INFORMATION TECHNOLOGY AND PRACTICE FOR SMARTPHONES AND TABLETS PITC400

Creative, call-to-action crisis and sunny-day video and photo messaging is a must for public information and public affairs officers. This course will enable communicators to tell stories in new and creative ways, presenting a unique opportunity to influence how information is perceived and acted upon. This hands-on workshop is designed to teach participants how to make the most of their smartphones and tablets to capture and share the most effective photos and video possible. The workshop exposes participants to a variety of inexpensive mobile apps (available on Apple and Android platforms) that allow the user to edit and enhance digital imagery on smart devices. Participants focus on capturing, editing and utilizing digital photos and videos for a variety of applications, including social media.

Maximum participants 14

"GO LIVE" LIVESTREAMING TECHNOLOGY AND PRACTICE PITC401

The evolution and availability of livestreaming technology has made it widely accepted and allows all of us to publish our stories to audiences around the world within moments. This course is designed for public information and public affairs officers and provides the necessary skills to empower practitioners to tell their agency's story "live" utilizing accessible and low-cost technology. This course includes an introduction to unmanned aerial photography vehicles with live demonstrations. "Going live" is a crucial communication practice to employ when it's necessary to reach affected communities before, during and after emergencies and when communicating during routine times. Participants learn livestreaming techniques and gain a familiarity with the associated technology and equipment.

Maximum participants 14

MAPPING GIS TOOLS AND TECHNIQUES FOR PUBLIC AFFAIRS PITC402

This workshop, designed for public safety officials, government communicators and emergency management personnel, offers practical solutions, lessons learned and best practices using Geographic Information System (GIS) technology to enhance public messaging. This training provides an introduction to mapping and GIS technology along with an overview of types of mapping and GIS software; offers best practices for enhancing and adding value to public messaging using mapping and GIS software; and uses case studies to provide lessons learned and best practices. Participants will gain hands-on interaction with GIS technology and emerging tools and techniques to add value to emergency public information.

Maximum participants 25

NAME
POSITION/TITLE
ORGANIZATION/ AGENCY
EXPECT THE UNEXPECTED
TAKE AWAY

ALPINE

MEDIA RELATIONS

All courses can be delivered virtually or in-person

TARGET AUDIENCE

- Communication Professionals
- Decision-Makers and Senior Leaders
- Emergency Management
- Emergency Medical Services
- Fire Services
- Government Agencies
- Health Care
- Law Enforcement
- Public Health
- Public Safety
- Social Media Managers
- Subject-Matter Experts

PREPARING THE SPOKESPERSON MR500

This training is for public affairs personnel, emergency management staff and government officials tasked with preparing a spokesperson to disseminate public information. Participants will gain experience to help them better prepare a spokesperson to effectively communicate with the media and public in both emergency and non-emergency events. This course focuses on developing key messages by identifying and addressing target audiences; learning how to use a message map; embracing strategies that support timely and accurate public communication; examining available tools for reaching target audiences; and highlighting useful coaching techniques that aid in ensuring messages hits their mark.

Maximum participants 25

SPOKESPERSON FOR LEADERSHIP AND SUBJECT-MATTER EXPERTS MR501

This workshop is designed for policymakers, elected officials, government officials, emergency management directors and subject-matter experts who may communicate with the news media before, during or after an emergency. This training allows officials and information professionals to improve their communication skills and employ new ones. In a constructive environment that involves extensive hands-on practice, participants gain a better understanding of (1) the news media; (2) what information the public wants and needs; (3) identifying and addressing target audiences; (4) how to use a message map to develop quotable sound bites; (5) how to take and maintain control of interviews; (6) the effect of body language and other non-verbal communication; and (7) how to conduct a remote interview. Attendees have the opportunity to participate in multiple on-camera interviews, learn best practices for news media staging, and effectively understand and use news conference stagecraft.

Maximum participants 12

SPOKESPERSON FOR PIOS/PAOS MR502

This workshop, developed for public information officers (PIOs) and public affairs officers (PAOs), prepares participants to work confidently with news media and make their points more effectively. The exchange between reporter and spokesperson helps shape a story; influence the public; and provide important information to target audiences before, during and after an emergency. In a constructive environment, participants train on- and off-camera and gain a better understanding of (1) the role of the PIO/PAO; (2) how the news media works; (3) what information the public wants and needs; (4) how to use a message map to develop quotable sound bites; (5) how to take and maintain control of interviews; (6) the effect of body language and other non-verbal communication; and (7) how to conduct a remote interview. Attendees have the opportunity to participate in multiple on-camera interviews, learn best practices for news media staging, and effectively understand and use news conference stagecraft.

Maximum participants 12

PAST Fusion Academy courses help prepare you to engage confidently with the media.

INTENSE SPOKESPERSON MR503

This advanced spokesperson training is for experienced spokespeople who may be called upon to interact with the news media and want to take their skills to the next level. Participants will review the methodologies and strategies for identifying and addressing target audiences, and how to develop key messages using a message map. For the bulk of the training, participants will engage in a variety of intense and fast-paced on-camera interviews. Interview training sessions include: New ENN Virtual Studio, traditional one on one and multiple on camera reporter interviews, phone interviews for a radio broadcast and print-style interview with a reporter on the phone.

Maximum participants 12

NEWS CONFERENCE LIVE/ REMOTE STRATEGIES MR504

Keep your news conferences fresh and your internal/ external stakeholders focused on your messaging. This class is designed to provide you with cutting edge strategies to help you easily plan and conduct a winning news conference. The PAST Fusion Cell team will show you the best way to set up multiple live online and in-person news conferences, media briefings and one-on-one interviews and make them a success. This hands-on class will teach you valuable best practices to keep in your PIO/PAO toolbox.

Maximum participants 25

Plan, train, exercise, evaluate and improve with PAST Fusion Academy training.

EXERCISES AND DRILLS

All services can be delivered virtually or in-person

TARGET AUDIENCE

- Communication Professionals
- Decision-Makers and Senior Leaders
- Emergency Management
- Emergency Medical Services
- Fire Services
- Government Agencies
- Health Care
- Law Enforcement
- Public Health
- Public Safety
- Social Media Managers
- Subject-Matter Experts

TRAIN TO PREPARE, EXERCISE TO RESPOND

Challenging and realistic exercises and drills are the best way to test preparedness and response capabilities. Our team is familiar with a wide range of hazards and exercise strategies. By providing virtual, tabletop or functional exercise platforms, we support scenario development, news media simulation, planning, evaluation and follow-up to ensure maximum value for participants.

We use the Exercise Training Network (ETN) on our PAST Fusion Academy website (pastfusion.anl.gov), with our new ENN Virtual Studio. This is a comprehensive emergency management training tool developed for law enforcement, fire service, emergency medical services, public health, emergency management, healthcare systems, commercial nuclear industry, and local, state and federal government.

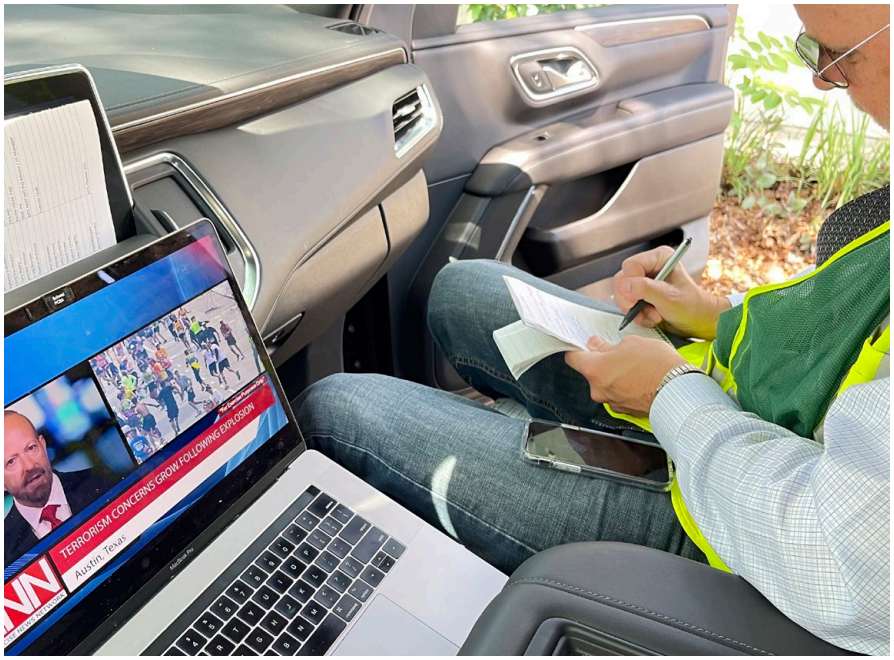
Training is a crucial element of emergency preparedness, and scenario-based exercises provide the most realistic training sessions for emergency responders to practice decision making. ETN was created with that in mind, and provides a multi-faceted digital platform that addresses several exercise needs.

Exercise capabilities include:

- New ENN Virtual Studio to test live, on-camera skills
- Interactive radio and newspaper simulations
- Real-time online social media play
- Safe, secure environment for media-driven exercises
- Experienced, expert evaluation and consultation

With our more than 25 years of experience, let us customize a remote or in-person drill or exercise that reinforces your planning, preparedness and training for any type of incident.

Workshops are also available to share best practices and demonstrate how to incorporate realistic social media play into your drills and exercises.



SITE CONSULTATION

The Past Fusion Academy has launched a new service, offering consultations to identify the best options and strategies to help your agency prepare for live or recorded news events. COVID has set the stage for a new communications norm, requiring a better understanding of how the virtual market utilizes new technologies blended with messaging and preparation for traditional media events. It is more important than ever that the approaches your agency uses to deliver your video content resonates with your audiences. Our team is available and ready to assist.

INTERVIEW COACHING

The PAST Fusion Academy team works one-on-one with subject-matter experts to prepare them for in-person and remote on-camera interviews. Whether it is an emergency event or a "sunny day" interview, contact us to help you with those key strategies that will make you and your agency shine.

- ☐ Experience our live virtual studio for a realistic look and feel.
- ☐ Learn the do's and don'ts of interviews from communication experts.
- ☐ Understand how to use frame, light and compose your virtual camera shot.
- ☐ Best practices for remote/live media briefings and news conferences.
- ☐ Improve your lighting/audio/video capabilities.

TECHNOLOGY/GEAR "QUICK TIPS"

The PAST Fusion Academy researches and stays current with all the latest audio/video technology trends. Reach out to our team for the technology tips and tricks that will keep your agency ahead of the curve.

- ☐ Equipment consultation (e.g., microphones, lights, cameras).
- ☐ Specially designed locations for interviews and broadcasts.
- ☐ Prepare for remote live/recorded interviews and news conferences.
- ☐ Technical walk-throughs and quarterly assessment checks.

The **Public Affairs Science and Technology (PAST) Fusion Academy** is a leading research, training and exercise group at Argonne National Laboratory. We are committed to developing innovative tools, effective resource products, dynamic workshops, and challenging and realistic practice environments for the public affairs and emergency management communities.

Our mission: *Learn From the PAST, Prepare for the Future.*

Our vision: *Bridge the Gap Between Public Affairs Practice and Social Science.*

We offer the most advanced training and exercise programs for emergency management communication professionals, and everything we do can be customized to meet the specific goals of your organization. From risk and crisis communication planning to the latest in social media methodologies and new technologies to real-time media simulations that will test your decision making, you can count on our team of world-class professionals to meet all of your consultation needs.

Contact PAST Fusion Academy for more information about our courses and how we can customize an exercise or drill that reinforces your planning, preparedness and training for any type of incident.

CONTACT

PAST Fusion Academy
Argonne National Laboratory
Email: pastfusion@anl.gov
pastfusion.anl.gov

CONNECT WITH US

Facebook: @PASTFusionAcademy
Twitter: @PASTFusion
Instagram: @PASTFusionAcademy

U.S. DEPARTMENT OF ENERGY
Argonne National Laboratory is a U.S. Department of Energy laboratory managed by UChicago Argonne, LLC.

January 2023