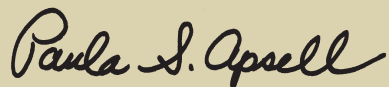


Dear Librarian,

Exactly 100 years ago, Albert Einstein came to a revolutionary idea: Mass and energy are not distinct, but are two forms of the same thing—related by the formula $E=mc^2$. While most of us can recite this famous equation, what does it actually mean? On October 11, NOVA's "Einstein's Big Idea" illuminates this deceptively simple formula by unraveling the story of how it came to be.

Based on David Bodanis's bestselling book *E=mc²: A Biography of the World's Most Famous Equation*, the program explores the lives of the men and women who helped develop the concepts behind each part of the equation: *E* for energy; *m* for mass; *c* for the speed of light; and 2 for "squared." The drama spans four centuries of passionate thinkers—including many women and other scientific "outsiders"—who worked relentlessly to find answers and gain acceptance in their societies.

We invite you to join NOVA in celebrating the centennial of Einstein's miracle year in physics. We've developed this guide to help you create displays and programs to spark your visitors' curiosity and inspire deeper investigations using the resources of your library.



Paula S. Apsell
NOVA Executive Producer

Dear Colleague,

We are pleased to have assisted NOVA in developing this library guide for "Einstein's Big Idea." As community resources, libraries are in a unique position to help people explore Einstein's famous equation during its centennial celebration. Inside you'll find a range of ready-to-use display and programming resources for libraries large and small—all designed to simplify your efforts and make $E=mc^2$ programming accessible and enjoyable.



Deb Robertson
Director, Public Programs Office
American Library Association
www.ala.org/publicprograms

Contents

Introduction

- 2 **Using This Guide**

Displays

- 3 **Display Ideas**
Theme-based ideas for children, young adults, and adults
- 5 **Display Materials**
Book, Video, and Web Resource Lists
Web Site Markers
Display Sheets
Magnet/Sticker Template
Poster

Handouts and Activities

- 16 **Using Handouts and Activities**
Step-by-step ideas for using each handout and activity
- 18 **Who Was Einstein? Handout**
Explore the human side of this famous scientist (ages 9–13)
- 19 **$E=mc^2$ Explained Handout**
Get a brief overview of the world's most famous equation (ages 13 through adult)
- 20 **Some Outstanding Women of Nuclear Physics Handout**
Discover the accomplishments of several notable female physicists (ages 13 through adult)
- 21 **Magnet Maze Activity Sheet**
Use magnets to move paper clips and learn about magnetic force (ages 3–7)
- 22 **$E=mc^2$ Puzzle Activity Sheet**
Solve a crossword and learn about Einstein and $E=mc^2$ (ages 8–13)
- 23 **Putting the Pieces Together Activity Sheet**
Work in teams to solve a puzzle and learn about the scientific process (ages 10–14)

Events

- 24 **$E=mc^2$ Scavenger Hunt**
Answer questions related to $E=mc^2$ by collecting information from library resources (ages 10–14)
- 28 **Trivia Night at the Science Kaffeehaus**
Play a science and pop-culture trivia game (ages 18 and over)

Einstein's Big Idea Premieres on PBS October 11, 2005

Tune in to your local PBS station for NOVA's two-hour special presentation "Einstein's Big Idea," and explore the dramatic stories of men and women whose innovative thinking led to Einstein's breakthrough equation. Based on David Bodanis's bestselling book $E=mc^2$, the drama chronicles the people and discoveries behind each part of the equation: E for energy; m for mass; c for the speed of light; and 2 for "squared." The program also looks at the equation's tremendous impact on humanity, including unlocking the secrets of the atom and the race to build the atomic bomb.

Watch NOVA October 11, 2005, at 8pm

Check local listings, as dates and times may vary.

Visit NOVA Online

www.pbs.org/nova/einstein

Watch a preview and find more information, including a Teacher's Guide.



Despite the limitations placed by society on her gender, Emilie du Châtelet (Hélène de Fougerolles) mastered the mathematics and physics of her day and was the first person to translate Newton's great works into French.