



02.03.2018

Dear all,

This week, the freezing weather in Europe – aka “The Beast from the East” – had adverse effects on the Masterclasses schedule. If you had to cancel your event due to snow & ice and would like to reschedule, just contact us!

However, we would still like to encourage you to communicate your Masterclass – via twitter or with help of our press release template.

////////// TWITTER //////////

We run a Twitter account, @physicsIMC (<https://twitter.com/physicsIMC>), and have chosen the hashtag #LHCIMC18 for tweets about the 2018 Masterclasses. Here are some ways how you can benefit from it and help IMC to grow on twitter:

- Use hashtag #LHCIMC18 for your tweets, so we can retweet, and tag our Twitter account (@physicsIMC).
- Encourage teachers and students to tweet before, during, and after the Masterclass. They should share impressions, post pictures, etc.!
- During your Masterclass, place our hashtag, #LHCIMC18, on a chalkboard or whiteboard where the students can see it and let them know that they can and should make some tweets. Send us a picture of the hashtag notification on the board so we can share it to encourage other groups to do the same.
- Follow our account and let your colleagues and friends know we're online. We welcome – and retweet – both institutional Twitter accounts (institutes, universities, funding agencies, etc.) and individual accounts.
- Check authorizations before putting someone's picture online, especially when that person is a minor.

////////// PRESS RELEASE //////////

To help you promoting your local Masterclass we have prepared a press release, available at: www.physicsmasterclasses.org/index.php?cat=local_organisation&page=organisation

If you plan to issue the press release, please edit the sections on local activities and add your contact details. Your local press office might help with this. If you receive any media response we would appreciate if you would forward it to us.

////////// CMS NOTE //////////

Tutors of CMS masterclasses: do not forget that the mass histograms in CIMA will not build themselves! Students need to enter the masses into the appropriate bins one at a time! The result is a mass plot that the students have built themselves, almost by hand.

////////// FERMILAB NOTE //////////

International Masterclasses that have videoconferences with CERN are moving along very well. Fermilab videoconferences are about to begin, with the first connecting International Masterclasses to start on 9 March. They will continue into April and conclude with a Spanish language videoconference on 21 April and another on 18 May. To learn more, check the schedule at <https://quarknet.org/content/videoconferences-2018#fnal>. Scroll down to see the TRIUMF videoconference and to meet our Fermilab moderators.

Kind regards,
Uta + Ken

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