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**SCIENCE JOURNALISTS AND SETI SCIENTISTS:
IMPROVING COMMUNICATION**

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SETI, the Search for Extraterrestrial Intelligence, is a science where success will also mean intensive global media attention. Case histories indicate planning for such events - even though they may never happen - is worthwhile, and some useful work has already been contributed to such planning.

A concern in such planning is the well-documented issue of an uneasy relationship between scientists and journalists in their communication. This issue has been described as being the result of the failure of scientists to understand the needs and goals of journalists and vice versa, especially during a crisis or at a point when there is a high and concentrated demand for information.

This paper suggests steps to address this issue that have relevance to both science communication and SETI scientists but in particular to a SETI success.