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**Prime-Time Science: The Beginning of a Beautiful Friendship?**

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The portrayal of science has often posed a challenge to Hollywood. Though it has provided some of the compelling storylines, the many complexities of science (and scientists) have confounded even the most talented writer or director, pitting creative license against scientific accuracy again and again. Likewise, the scientific community has struggled to find a conduit through which it can communicate its story to the general public on a mass scale. To bridge this gap, the National Academy of Sciences has partnered with leading Hollywood professionals to launch The Science and Entertainment Exchange; its mission is to connect entertainment industry professionals with top scientists from across the country to foster creative collaborations. The timing has never been better: there is a plethora of network TV shows currently on the air with science-based themes and plot lines, and a renewed interest – even with science fiction films and TV – in coming up with more plausible futuristic scenarios. Working together, the two communities can create a “win-win” synergy between accurate science and engaging entertainment.