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Cover: Bob Kain sums up the CBC's biggest problem —How to win the loyalties of Canadians hooked on American TV?.

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Four of the articles in this issue deal with television. As the months go by, it is increasingly difficult to talk about film without recognizing the great importance which the television now wields. It reaches vast audiences and provides a huge potential market for Canadian films. We hope to continue publishing items dealing with TV and its relation to film. In issue no. 54, Joyce Nelson gives us a masterful study of world marketing of television programs and Michael Asti-Rose takes a look at television, by and for the kids, in Canada.