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CRTV Celebrates 50 Years of Serving Campbell River

CAMPBELL RIVER, BC – June 7, 2007 marks the 50th anniversary of the founding of the Campbell River TV Association (CRTV). The evolution of CRTV is now documented in a video history, which will be aired on CRTV Community Cable 10 starting on June 7th.

Looking back, one would never have guessed that a small group of guys who just wanted better TV reception would create such an integral part of Campbell River. In the 50's, television signal could only be received by being in "line of sight" from the transmitting antenna. Campbell River was "out of sight" of any transmitters. So, in 1956 when Campbell River was still a village, a bunch of guys got together to do some out-of-sight thinking and came up with a solution: a powered reflector would be installed on a hilltop that could register 200 decibels and receive signals from the south. From that simple goal of getting better reception, a cable company was born.

What truly sets CRTV apart is that it originated from and remains owned by its members. Contrary to the business model of CRTV's peers in business, it is a not-for-profit society. Even with the profound changes in cable technology, the Campbell River TV Association still exists in its original form, reporting to a volunteer board of directors from the community it serves. The goal? – To provide cable services of the highest quality and reliability, and in the most cost-effective manner.

To remain viable and competitive, CRTV has had to keep pace with industry standards. Over the years, CRTV has added High Speed Internet, Digital and HD products to the core of basic cable. Industry surveys show that CRTV's services rival those of their competition based on breadth, quality and price.

What truly sets CRTV apart is its commitment to community. In September of 1970, CRTV added a very special service to the mix – community programming. A young lad by the name of Hugh Smith took on the role of program manager and has since established the CRTV Community Cable 10 studio as a mandatory stage for issues and entertainment in Campbell River.

In addition to community programming, CRTV is proud to support community causes with donations and donations in kind. The studio is used regularly for fundraising functions in the community including the Rotary Auction and Hospital Telethon. CRTV provides free internet services to a large number of not-for-profit organizations. For the Anniversary year, CRTV will be awarding a total of \$4000 in bursaries to assist Carihi and Timberline students carry on with post-secondary education.

The board, management and staff of CRTV invite you to help us celebrate this milestone year. It's been a great half-century!