

# Canadian RV Company to Launch New Television Show on The Outdoor Channel

by Bob Zagami  
Editor

RVTV Productions, Inc., a well established Canadian production company will bring its RVTV lifestyle program to The Outdoor Channel in January.

Rob Engman and his wife Karla have been active RVers since they first started camping many years ago. Rob said, "I wanted to find a good compromise to take advantage of our business expertise in the production of quality television shows and our love for the RV lifestyle, so we created RVTV. The show will begin airing across North America right after the start of the New Year and we are excited about the launch into these markets."

Rob is assisted in the venture by Paul Cruickshank, another veteran production expert who has worked with Engman in the past on several other production projects. Rob said, "Most of our projects had been production assignments for other television shows here in the states and Canada. This project gives us a chance to put all of our expertise and knowledge of the RV industry into a professional package that consumers are really going to enjoy."

Engman noted, "We have been shooting segments since last winter and are wrapping up the production of our first thirteen weeks that will hit the airwaves right after holidays. People are what make RVing so great and we have been well received everywhere we took our cameras and equipment. I think the show is going to be very successful based on the response we have received while shooting on location at major attractions around the country and around the campfires with

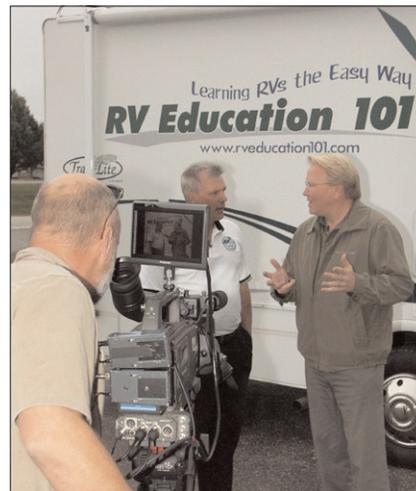


(l to r) Rob Engman, Paul Cruickshank, Mark and Dawn Polk.

other RVers in campgrounds and RV resorts."

The program will consist of several segments that cover the full spectrum of RVing. Rob said, "Karla is the one who tells us where to go and why we should go there, then it's up to Paul and I to capture the vision for millions of other people to enjoy via the broadcasting of the program. We are going to include a lot of interviews with the people we met along the way, because they are the true RVers who understand this lifestyle and can clearly articulate why they enjoy it so much.

"We will also have a destination segment in each show, showing the viewers someplace that they might want to visit on their RVing journey. You certainly can't run out of sites to see in this country, so we didn't have any problem capturing great locations that we would all want to visit again and again.



"We think one of the most popular parts of the show will be Mark Polk's RV Savvy segments. Mark brings tremendous industry experience and knowledge to our audience. Although best known for his RV Education 101 series of instructional videos that are used by dealers and rental companies to reinforce customer training on their RV, we wanted to expand

beyond that on the program.”

Polk said, “We get a lot of questions from dealers and customers after they have benefited from our videos and DVD’s that provide them a follow-up walk through of a unit. As they learn more about the RV lifestyle they become very inquisitive and we have many opportunities to correspond with them after the sale of our products. We wanted to have a catchy name for our segment that wasn’t just about more training. We will take these questions and answer them in our RV Savvy portion of each show.”

RV News caught up with Engman, Cruickshank and Mark and Dawn Polk during their recent filming of the RV Savvy segments for the show. Engman said, “We worked three full days filming all thirteen segments and covered some great topics that the viewers are going to enjoy.”

Dawn Polk added, “It’s hard work getting all of the information into such a short amount of time and still making it understandable and enjoyable for the viewers. Fortunately, we gained a lot of experience in that area as we built up our own company over the past five years. We also have a following in the states that can now get even more information by our affiliation with RVTV. Hundreds of dealers and rental companies now provide our products for new buyers of RVs and they find them very beneficial to augment their own PDI at the dealership.”

Mark Polk noted, “We will answer questions on things like battery maintenance, how to use inverters, what to do when emergency weather conditions interrupt your vacation. Everyone wonders what went wrong and they ask great questions, so we will share the answers with all the viewers who watch the show. We want them to learn something new

from every segment of the show.

“The success of our seven titles of RV Education products, with five of them now on DVD, provided consumers with a lot of information. We want to expand the line to ten subjects and have also been talking to manufacturers about customized videos and DVD’s for branded products. This would allow the manufacturer to have a separate training and education DVD for each model line that would continue to answer the consumers questions long after they leave the dealership. We know how to communicate education and information, and look forward to working with Rob and Paul on future projects.”

Engman said, “We will also have an RV Review section that will be showing some really neat stuff, along with a great section on safety. We are working with the RV Safety Education Foundation to produce thirteen

safety tips that viewers won’t want to miss.

“We are excited about launching the new program and think it will be very successful and well received in North America.”

Additional information can be found at [www.rvtv.ca](http://www.rvtv.ca) and [www.rveducation101.com](http://www.rveducation101.com). **RVN**

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