



He (James Macartney) wanted the station to have a strong community base, to be a people's channel. The enduring element of that sentiment is Telethon.

do its best to entertain and to inform: "We have not tried to foster our own personal tastes, not the tastes of the selective few, because we do not believe television was designed for the connoisseur. Television is designed for the people and the people's tastes are simple, straight-forward and generally escapist."

Today Sir James looks back at that period with nothing but pride, particularly in the fact that the station fulfilled Mr Macartney's brief to be a people's channel.

"That was his original vision," he said. "I think we managed to do that."

"The people who made it happen — Brian Treasure, Max Bostock, Darcy Farrell — were all great people who put backbone into the channel. They didn't expect other people to do it. They did it themselves. It wasn't just me; it was everyone."

"We didn't have anything to copy. We were quite self-contained. We'd read about things being done elsewhere

and had a go ourselves. We didn't know any better." The audience didn't know any better, either, so mistakes were easily dismissed.

Brian Treasure's legacy is similarly profound. He spent 17 years at TVW, a passionate believer in local production and responsible for launching or expanding the careers of the likes of Rolf Harris, Lloyd Lawson, Jeff Newman and Tony Barber. He also came up with the concept of selling "spots" in a television program, an idea copied around the country.

He was capable of thinking big and, after leaving Seven, was involved in the first Skyworks and drove, at the behest of Sir James, the building of the Perth Entertainment Centre, and, with Channel 9's Peter Conroy, had a hand in bringing Test cricket to Perth. Later he administered, for Kerry Packer, the first year of World Series Cricket.

He also played a significant role in radio in Perth, setting up 96fm with Kerry Stokes and Jack Bendat, and he campaigned for and led the consortium which won the third TV licence for Perth. The licence was sold to Frank Lowy. 7



TVW management

- **Jim Cruthers, 1958-1981**
1958-1981 General manager of TVW Channel 7 and later chairman and managing director
- **Brian Treasure, 1959-1975 (Cruthers era)**
1959-1975 Joint managing director
- **Max Bostock, 1960-1982 (Cruthers era)**
1976-1978 General manager
1978-1981 Chief executive
- **Bill McKenzie, 1959-1982 (Cruthers era)**
1978-1982 Group general manager
TVW Enterprises Ltd
- **Alf Binks, 1959-1983 (Cruthers, Bell eras)**
1981-1983 Group general manager of finance and administration
- **J. Barrey Williams, (Bell era)**
1981-1983 Manager of TVW7 Perth
- **John Reynolds, (Bell era)**
1983-1985 General manager
TVW Enterprises Ltd
- **Kevin Campbell, 1964-1999 (Cruthers, Bell, Qintex, Stokes eras)**
1985-1989 General manager of TVW Enterprises Ltd (Channel 7 Perth)
1989-1991 Managing director of the Seven Television Network
1991-1999 Chairman and managing director of TVW Enterprises Ltd (Channel 7 Perth)
- **Greg Byrne, 1960-1992 (Cruthers, Bell, Qintex eras)**
1988-1992 Managing director of TVW Enterprises Ltd
- **Chris Wharton, 2000-2008 (Stokes era)**
2000-2008 Managing director of Channel 7 Perth
- **Ray Wardrop, 2003-present (Stokes era)**
2008-present General manager