



shots of swimming at the Olympics to the in-car high jinks of the V8s and the FreezeCam technology used by the AFL, it's clear we're in a place all those pioneering names I've mentioned dared not even dream about.

But television isn't just technology — television is people. There's no doubt that Brien, Frank, Bob and the feisty John Rogers could have matched it with the callers of today. Equally, the likes of Gary Carvolth and Peter Waltham in their prime would look oh-so-comfortable in Channel 7's multi-million-dollar facility at the Docklands in Melbourne hosting Game Day.

Over 50 years, Channel 7 in Perth has understood better than any other station in this country how to bind itself to the community. Sport has been a key ingredient, but from Syd Donovan to Basil Zempilas they've also invariably got the people right. **7**



Centre: The World of Football team, Steve Marsh, Mick Cronin, Frank Sparrow, Marty McDonnell and Steve "Pops" Heal.

Above: Early outside broadcast of a football match.

Left: Syd Donovan, Dennis Cometti and Basil Zempilas.