

## Success in the Media *Leadership & Ethics in Broadcasting*

27 February 2007 at SJ Berwin

### **'Electric Atmosphere' as Michael Grade speaks at JABE Seminar**

In what was described by one participant as *"an electric atmosphere"*, Rabbi Levin and Michael Grade exchanged Yiddish jokes, after which, Rabbi Levin posed a number of searching questions to Michael Grade about his own personal ethical framework and his opinion on current issues in broadcasting.

When asked what one piece of advice he would give anyone building their career, Mr Grade highlighted the importance of behaving ethically in business, maintaining that *"a reputation takes a lifetime to establish but can be lost in a split second."*



Michael Grade and  
Rabbi Shlomo Levin

The interview was followed by questions from the floor on a whole range of relevant topics. Rabbi Levin then gave a Jewish perspective, stating that both broadcasters and viewers *"need to assume a level of responsibility for the programme content that fills the airwaves and our own headspace."*



L-R: Ralph Cohen, Managing  
Partner, SJ Berwin; Richard  
Loftus, JABE Trustee and  
Maurice Moses, JABE Chairman

Lorraine Spector, Executive Director of JABE, said that the seminar *"was a tremendous start to the year for JABE and was the first of many fascinating seminars JABE has planned for the business community."* Topics for forthcoming JABE seminars include *'How to keep your Company's Reputation'* and *'Joint Ventures – what to do when things go wrong?'*

The event was attended by 200 business people and professionals from a wide variety of fields including law, finance, retail and media as well as the public sector and education.

The seminar was hosted and sponsored by the law firm, SJ Berwin and co-sponsored by Shilton Sharpe Quarry, the legal recruitment consultancy.