

KIRWIN MEDIA

Michael Ian Grade, Baron Grade of Yarmouth CBE (born 8 March 1943) is a British broadcast executive and businessman.

In 1987 he accepted the post of chief executive of Channel 4, succeeding Jeremy Isaacs. Grade phased out some of the channel's more high-brow programming, for which he was accused of 'dumbing down'. Grade responded that in the week he took over at Channel 4 they had screened a repeat of *The Far Pavilions* in which the American actress Amy Irving "blacked up" as an Indian Princess. During this period he was attacked by the conservative press: the columnist Paul Johnson in the *Daily Mail* gave him the soubriquet of Britain's "pornographer-in-chief".

He was BBC chairman from 2004 to 2006 and executive chairman of ITV plc from 2007 to 2009.

Regret no website