



news release

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FOR IMMEDIATE RELEASE

PBS Western Reserve Announces the Unexpected Passing of President and CEO David Rotterman

Kent, OH – Aug. 10, 2023 – David Rotterman, newly appointed president and CEO of PBS Western Reserve, died suddenly on Wednesday, Aug. 9, of unknown causes. He was 59.

Rotterman was announced as the new leader of the organization on June 30 and his first day was July 17. The last day for Trina Cutter, retiring president and CEO, is scheduled to be Aug. 31. Jeffery Good, chief education technology officer, will serve as interim general manager. He has served as a senior staff member of PBS Western Reserve for 17 years.

“We are stunned,” Cutter said. “Dave had quickly integrated himself into the PBS Western Reserve family with his kindness and sincerity, and we have lost a future of infinite possibilities with him at the helm. We are saddened by the loss. We are most fortunate to have a person with Jeff’s vast knowledge of PBS Western Reserve’s internal operations to step in.”

“We were all saddened to hear the news about Dave and extend our heartfelt condolences to his wife, Dawn, and two daughters,” said Romona Davis, chairwoman of Northeastern Educational Television of Ohio, the corporate name for PBS Western Reserve. “While moving forward will be difficult, the board members are confident that the team in place will continue to fulfill PBS Western Reserve’s mission.”

Rotterman, an Ohio native and former senior executive at Buffalo Toronto Public Media (BTPM), held several positions during his 23 years there and most recently served as senior vice president–chief content officer. Before joining BTPM, Rotterman was producer-director and senior producer for 11 years at KYNE TV, a part of the Nebraska ETV Network in Omaha.

About PBS Western Reserve

PBS Western Reserve is the brand name of Northeastern Educational Television of Ohio, Inc., a 501(c)(3) nonprofit corporation. A trusted community resource, PBS Western Reserve uses the power of commercial-free television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire. It serves the largest population of Ohio's eight PBS member stations.

PBS Western Reserve (WNEO 45.1 / WEAO 49.1), a service of the organization, is the only broadcast television service that reaches all of Northeast Ohio. It is available to 4.9 million people in the Cleveland and Youngstown designated market areas. In an average month, more than 1 million people tune in. The organization also operates two standard definition channels: Fusion (WNEO 45.2 / WEAO 49.2) and FNX (WNEO 45.3 / WEAO 49.3).

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