



news release

Contact: Diane Steinert, Public Relations and Communications Manager
330-677-4549 or dsteinert@PBSWesternReserve.org

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FOR IMMEDIATE RELEASE

Following Nationwide Search, PBS Western Reserve Has New Leader

Ohio native David Rotterman is named new president and CEO

Kent, OH – July 3, 2023 – Starting July 17, PBS Western Reserve will have a new president and chief executive officer. Following a nationwide search, the organization’s board of directors chose David C. Rotterman, an Ohio native and former senior executive at Buffalo Toronto Public Media (BTPM) with more than 37 years of public media experience.

Rotterman held several positions at BTPM during his 23 years there and most recently served as senior vice president–chief content officer, where he managed a content production team of 28 full-time employees who produced multi-platform projects for the bi-national organization. He oversaw numerous national PBS productions, including “The War of 1812” and “Frank Lloyd Wright’s Buffalo,” plus all regional productions for BTPM. He was the executive in charge of production for “Niagara Movement: The Struggle for Civil Rights,” which is coming this fall to PBS.

In recent years, Rotterman led the development, fundraising and production of several digital-first projects. He managed WBFO NPR, WNED Classical, WNED PBS and organizational websites and mobile apps. 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.

A native of North Olmsted, Ohio, Rotterman graduated from Ashland University, where he received bachelor’s degrees in radio and television production and marketing.

“This is an exciting time in public media, and I am delighted to be coming to PBS Western Reserve,” Rotterman said. “I am looking forward to building on the organization’s great work and being a collaborator and storyteller for the entire Northeast Ohio region.”

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PBS Western Reserve is the brand name of Northeastern Educational Television of Ohio, Inc. (NETO). It is made up of television stations WNEO, serving the greater Youngstown area, and WEAO, serving Akron, Canton, and Cleveland. Rotterman is the seventh leader in more than 50 years for the organization, which was established in 1971.

Rotterman's successor, Trina Cutter, is retiring following 21 years of service to the organization. "The NETO Board of Directors is highly grateful for Trina's service and her legacy," Board Chairwoman Romona Davis said. "Likewise, we are excited about David Rotterman serving as the next president and CEO. He has a wealth of industry experience and an excellent vision for PBS Western Reserve."

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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