



## news release

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

Press release image available at [pbswesternreserve.org/press/photos](https://pbswesternreserve.org/press/photos)

FOR IMMEDIATE RELEASE

# Jeffery Good Named Interim Leader of PBS Western Reserve

Kent, OH — Aug. 24, 2023 — Jeffery Good, chief education technology officer at PBS Western Reserve, has been named interim president and chief executive officer. The appointment, which was made on Aug. 10 by the Executive Committee of the station’s board of directors, was officially ratified today by the full board, according to Romona Davis, chairwoman of Northeastern Educational Television of Ohio (NETO), the corporate name for PBS Western Reserve.

Good’s appointment follows the sudden passing of President and CEO David Rotterman, who had just started in the position on July 17. Trina Cutter, who led the station for 21 years, will retire on Aug. 31.

“Jeff is an accomplished senior officer of the organization who is capable of leading PBS Western Reserve during this difficult transition,” Davis said. “The board is confident in his ability to fulfill the station’s goals and objectives while it reopens a national search for a permanent leader.”

Good has led PBS Western Reserve’s Educational Services Department for all his 17 years there. The department is part of a statewide network of educational technology agencies that provides training to educators. He directs and manages the station’s participation in initiatives including Ohio Ready to Work, Ohio Ready to Learn and Ohio Learns 360. Before joining the organization, he was manager of interactive media for Genessee Intermediate School District in Flint, Mich., and operations manager at Oakland Schools in Waterford, Mich. He is a governing board member of the Educational Service Center of Eastern Ohio and Mahoning County Career and Technical Center.

### 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).

##