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news release

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FOR IMMEDIATE RELEASE

PBS Western Reserve President and CEO to Retire in June 2023

Trina Cutter has led the organization for 20 years

Kent, OH—Wednesday, Jan. 18, 2023—Trina Cutter, president and CEO of PBS Western Reserve, will retire from the organization on June 30, 2023, following more than 20 years of leadership. Cutter has informed the organization’s board of directors of her decision and a national search for her successor has begun.

“Trina’s retirement will mark the end of a remarkable career with PBS Western Reserve,” said Romona Davis, chairwoman of the organization’s board of directors. “The board and I thank her for her strategic leadership through many changes and challenges, including the transition from analog to digital broadcasting and the Great Recession of 2008. Trina has provided outstanding leadership and service to the staff, board, station and community.”

“Everything has its season,” Cutter said. “Without a doubt the five general managers who came before me contributed to the success that PBS Western Reserve enjoys today. I held the reins during the station’s winter season where we put foundational systems and processes in place; changed the corporate structure to be community-centric; situated the station on solid financial footing; and most recently installed a Blogosphere, Podcast/Vlog Studio and a professional broadcast production studio. The station is currently into the early years of spring, full of growth and infinite possibilities to serve its community. I look forward to learning about the great things the next CEO will accomplish.”

Cutter began her television career shortly after serving in the United States Air Force, where she received numerous service awards and medals of honor. During her nearly 37 years in public media, she worked at Salt Lake City’s KUED; Toledo, Ohio’s WGTE; and Central Missouri State’s KMOS. In 1994 she became the first female president and CEO of WNIT public television station in South Bend, Ind. In 2002 the Canton, Ohio,

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native returned to her Ohio roots to become the first female president and CEO of PBS Western Reserve, a \$6 million corporation that holds the license for public television stations WNEO (Alliance) and WEAO (Akron).

In 1996 Ms. Cutter was one of 13 public television CEOs selected to serve on the Council of the National Forum for Public Television Executives. She also has served as chairwoman, president and trustee of several state and national industry boards, councils and committees, including becoming the first chairwoman of the National Small Station Association and evaluating stations' equipment purchase proposals for the now-defunct Public Television Facilities Planning Grant program facilitated by the U.S. Department of Commerce.

She currently serves on the board of the Ohio Department of Veterans Services Women Veterans Advisory Council. She holds a Bachelor of Science degree in broadcasting from the Walter Cronkite School of Journalism and Telecommunications at Arizona State University and a master's degree from the University of Notre Dame in South Bend, Ind.

Cutter is a certified yoga instructor and dharma coach. Shortly after departing PBS Western Reserve, she plans to move to Asheville, N.C., to obtain an Ayurveda practitioners license. "I am rewiring more than retiring," Cutter stated. "In my next career, I plan to teach people how they can become the CEO of their body, mind and spirit life using the same strategies and processes I've used as the CEO of two public television stations."

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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