

**Robert F. Hoffman**  
www.robertfhoffman.com

## **EDUCATION**

- New York University, New York NY** 2019-2021  
Tisch School of the Arts  
Master of Arts, Moving Image Archiving and Preservation
- The College at Brockport, State University of New York, Brockport NY** 2012-2015  
Visual Studies Workshop, Rochester NY  
Master of Fine Arts, Visual Studies
- University at Buffalo, State University of New York, Buffalo NY** 2002-2004  
Bachelor of Arts, Media Study

## **PROFESSIONAL EXPERIENCE**

- CONCORD UNIVERSITY, Athens WV 2016-2019  
***Assistant Professor of Communication Arts & Media***
- Instructed courses in audiovisual production, media theory, and broadcasting history.
  - Created new courses and assisted in program curriculum changes.
  - Attended departmental meetings and participated in faculty committees.
- ABRACADABRA, Athens WV 2018-2019  
***Director (Television Production)***
- Directed two seasons of the regional Emmy winning children's television program Abracadabra produced by the West Virginia School of Osteopathic Medicine in association with Concord University.
- GEORGE EASTMAN MUSEUM, Rochester NY 2015-2016  
***Exhibition Preparator***
- Part time exhibition preparator.
  - Assisted in the installation and deinstallation of exhibitions.
  - Performed other duties assigned by the Director of Exhibitions.
- MONROE COMMUNITY COLLEGE, Rochester NY 2014-2014  
***Adjunct Lecturer***
- Instructed an introductory video production course.
- VISUAL STUDIES WORKSHOP, Rochester NY 2012-2013  
***Collections Assistant***
- Provided assistance to faculty, researchers, and students who came into the library, shelved books, organized print materials, located media materials, and added entries to the on-line catalog.

WIVB TV, Buffalo NY	2007-2012
<b>Broadcast Technician</b>	
<ul style="list-style-type: none"> <li>● Full-time employee at News Channel 4, CBS network affiliate.</li> <li>● Newscast Technical Director.</li> <li>● Operated Professional broadcasting equipment during recorded and live broadcasts.</li> <li>● Weekend Crew Chief responsible for overseeing three team Members.</li> </ul>	
WKBW-TV, Buffalo NY	2005-2006
<b>Broadcast Technician</b>	
WNED-TV, Buffalo NY	2003-2005
<b>Production Assistant</b>	
<b><u>INTERNSHIPS</u></b>	
AMERICAN ARCHIVE OF PUBLIC BROADCASTING, BOSTON MA	2020
<ul style="list-style-type: none"> <li>● Created an online special collection from AAPB/GBH archive.</li> <li>● Complete a box-level inventory of audio materials at WBGO radio in Newark, NJ.</li> </ul>	
NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY & CULTURE Washington D.C.	2020
<ul style="list-style-type: none"> <li>● Researched strategies with the media archiving staff for the long-term preservation of born-digital camera-original video content and metadata.</li> <li>● Utilized command-line based tools in the implementation of the Open Archive Information System (OAIS) archival model utilized by the museum.</li> <li>● Retrieved command-line scripts from GitHub and utilized them to complete assigned tasks.</li> </ul>	
INTERNATIONAL RESCUE COMMITTEE, New York NY	2020
<ul style="list-style-type: none"> <li>● Worked with the Communication Department's born digital production archive.</li> <li>● Researched current IRC descriptive metadata terms and created a searchable Microsoft Excel workbook.</li> <li>● Developed a procedure for cataloging the video content on individual camera original memory cards by using the marker feature in Adobe Premiere Pro.</li> </ul>	
SIGNAL CULTURE, Owego NY	2014
<ul style="list-style-type: none"> <li>● Provided administrative and technical support to the director and staff.</li> <li>● Helped construct a replica Nam June Paik <i>Raster Manipulation Unit</i> "Wobbulator," using period components and plans from <i>the Experimental Television Center's</i> archive.</li> </ul>	

## **CURATORIAL PROJECTS**

***Experimental Video from the VSW Collection*** 2015  
Visual Studies Workshop, Rochester, NY

## **EXHIBITIONS**

***Self-Directed, MFA Thesis Exhibition*** 2015  
Visual Studies Workshop, Rochester, NY

***Call to the Unknown, Student Art Exhibition*** 2014  
The College at Brockport, Brockport, NY

***Pop-up Installation*** 2014  
The Yards, Rochester, NY

***Breaking Currents, Student Art Exhibition*** 2013  
The College at Brockport, Brockport, NY (Photography Award)

***A Photographer's Path 16*** 2013  
High Falls Art Gallery, Rochester, NY

***Visual Studies Workshop Auction*** 2013  
Visual Studies Workshop, Rochester, NY (donated print)

***The City is Asleep and Dreaming*** 2012  
Public Media Art Walk/Repurposed Real Estate, Rochester, NY

## **PROFESSIONAL SERVICE**

Buffalo Broadcasters Association – Technical & Archival Consultant 2019-2021