

Robert F. Hoffman

EDUCATION

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

PROFESSIONAL EXPERIENCE

TEXAS TECH UNIVERSITY, Lubbock, TX	
<u>Unit Manager-Audiovisual, Southwest Collection/Special Collections Library</u>	2022-Pres.
• Manages the day-to-day operation of the Audiovisual Digitization Lab. • Completes audiovisual material requests for patrons. • Regularly digitize and migrate a variety of audiovisual formats and participates in selecting collection's materials to digitally preserve based on priority, condition, and potential interest. • Process and inventory newly acquired audiovisual materials. • Train and supervise one Archival Associate. • Designed and built the video and audio racks and film inspection station. • Recommends new equipment and software for purchase. • Designed new workflows for audio, video, and film digitization, including implementing the use of bit-for-bit validated file transfer software for transferring verified assets to offsite digital storage. • Created new manuals and new instructional videos for lab procedures. • Design and provide technical assistance with curatorial projects. • Perform repair and maintenance on audiovisual equipment. • Travel offsite to pick up collections.	
UNIVERSITY AT BUFFALO, State University of New York, Buffalo, NY	2021-2022
<u>Operations Manager, Broadcasting and Creative Services</u>	
• Directed and Technical Directed live D1 (ESPN+) collegiate sporting events. • Maintained, installed, and organized equipment. • Oversaw the video production facilities. • Operated various audiovisual production equipment during video shoots • Troubleshooted equipment and computers when problems occurred. • Worked with external vendors to have lenses, intercoms, and other equipment repaired and to purchase new equipment. • Prepared gear for video shoots. • Worked as a liaison between university personnel and production truck crew during network produced games.	

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 and recorded at Concord University. - Managed and trained a crew of six students in broadcast television production and equipment operation. - Installed broadcast equipment and administered digital asset management and data storage. - Acted as a liaison between WVSOM and Concord University administration. - Provided technical advising to WVSOM staff and on-air talent.	
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.	
VISUAL STUDIES WORKSHOP, Rochester, NY	2013-2013
Collections Assistant	
Helped 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
Broadcast Technician	
- Full-time employee at News Channel 4, CBS network affiliate. - Primary duty was as a Newscast Technical Director. - Operated Professional broadcasting equipment during recorded and live broadcasts. - Weekend Crew Chief responsible for overseeing three team Members.	
WKBW-TV, Buffalo, NY	2005-2006
Broadcast Technician	
WNED-TV, Buffalo, NY	2005-2005
Production Assistant	
<u>INTERNSHIPS</u>	
AMERICAN ARCHIVE OF PUBLIC BROADCASTING, Boston, MA	2020
Created an online special collection from AAPB/GBH archive. Complete a box-level inventory of audio materials at WBGO radio in Newark, NJ.	
NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY & CULTURE Washington, D.C.	2020
Researched strategies with the media archiving staff for the long-term preservation of born-digital camera-original video content and metadata.	

- Utilized command-line based tools in the implementation of the Open Archive Information System (OAIS) archival model utilized by the museum.
- Retrieved command-line scripts from GitHub and utilized them to complete assigned tasks.

INTERNATIONAL RESCUE COMMITTEE, New York, NY 2020

- Worked with the Communication Department's born digital production archive.
- Researched current IRC descriptive metadata terms and created a searchable Microsoft Excel workbook.
- Developed a procedure for cataloging the video content on individual camera original memory cards by using the marker feature in Adobe Premiere Pro.

SIGNAL CULTURE, Owego, NY 2014

- Provided administrative and technical support to the director and staff.
- Helped construct a replica Nam June Paik Raster Manipulation Unit "Wobbulator," using period components and plans from the *Experimental Television Center's* archive.

TEACHING EXPERIENCE

TEXAS TECH UNIVERSITY, Lubbock, TX 2026-2026

Adjunct Instructor

- Instructed an introductory course in audiovisual post-production workflow.

CONCORD UNIVERSITY, Athens, WV 2016-2019

Assistant Professor of Communication Arts & Media

- Instructed courses in news, commercial, children's television and other audiovisual production, as well as media theory and broadcast history.
- Created new courses and assisted in program curriculum changes.
- Attended departmental meetings and participated in faculty committees.
- Acquired donations of audiovisual and broadcast equipment, which improved the television studio and production control room.

MONROE COMMUNITY COLLEGE, Rochester, NY 2014-2014

Adjunct Instructor

- Instructed an introductory video production course.

CURITORIAL PROJECTS

The History of Videotape (Exhibit) 2025

Southwest Collection / Special Collections Library
Texas Tech University, Lubbock, TX

Experimental Video from the VSW Collection (Screening) 2015

Visual Studies Workshop, Rochester, NY

EXHIBITIONS

<i>Self-Directed, MFA Thesis Exhibition</i> Visual Studies Workshop, Rochester, NY	2015
<i>Call to the Unknown, Student Art Exhibition</i> The College at Brockport, Brockport, NY	2014
<i>Pop-up Installation</i> The Yards, Rochester, NY	2014
<i>Breaking Currents, Student Art Exhibition</i> The College at Brockport, Brockport, NY (Photography Award)	2013
<i>A Photographer's Path 16</i> High Falls Art Gallery, Rochester, NY	2013
<i>Visual Studies Workshop Auction</i> Visual Studies Workshop, Rochester, NY (donated print)	2013
<i>The City is Asleep and Dreaming</i> Public Media Art Walk/Repurposed Real Estate, Rochester, NY	2012

PROFESSIONAL PRESENTATIONS AND WORKSHOPS

<i>1-inch Open-Reel Videotape Recorder Repair Workshop</i> In-Person, Smithsonian Libraries and Archives, Washington D.C.	2025
<i>Magnetic Media Crisis Committee – Remanufacturing Rubber Parts</i> Online Presentation	2025

PROFESSIONAL SERVICE

Buffalo Broadcasters Association – Technical & Archival Consultant	2019-2021
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PROFESSIONAL MEMBERSHIPS

Association of Moving Image Archivists	2019-Pres.
• Member of the News, Documentary, and Television Committee	