

CFA Video Production Group

Here is how we capture stories that make a difference.

As UB's dedicated in-house video production team, we take our clients through the entire process — from initial concept to finished product. Together, we create award-winning, powerful videos that demonstrate impact, change perspectives and create a positive impression of our university.

The award-winning TV series "Music Is Art LIVE @ the Center" highlighted local artists and provided internships that enabled students to learn large-scale multi-camera production.



Through engagement across the campus community.

1 We produce dozens of projects each year and direct the major live events that define the university. So whether it's about building a new medical school, celebrating our latest Goldwater Scholar or receiving a visit from the Dalai Lama, we share compelling stories that enhance UB's reputation around the world.

With an experienced, professional staff.

3 Our team has the knowledge and technical expertise to deliver high-quality projects, which come from a wide range of media experience gained outside the university. We've worked in television news, produced programs and documentaries for national networks like PBS and Nickelodeon, and directed hundreds of live performances.

With a vision for the future.

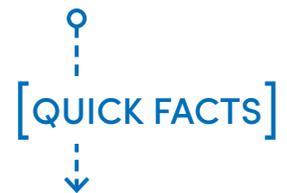
5 Video is an increasingly pervasive and powerful means of communication, and our group has been the catalyst for expanding the university's capabilities. With the proliferation of video in web, advertising and social media, our production team is poised to grow and meet the demand for impactful content.

By earning our clients' trust.

2 We collaborate with all 12 decanal units and key administrative divisions like the President's Office and University Communications. Our videos promote alumni and donor engagement, recruitment, research, outreach, education, training and much more. By serving only university clients, we've gained vast institutional knowledge and a unique insight into our rich history and vibrant culture.

In a convenient setting that enhances our operation.

4 Embedded within the Center for the Arts, we're part of a larger production staff and can leverage many resources like space, equipment, artistic vision and technical support. Through our connection to the College of Arts and Sciences, we also offer students experiential learning opportunities.



Established in 2005

AWARDS

- New York Chapter of the National Academy of Television Arts & Sciences Emmy Award
- Telly Awards for development and health and wellness features, and for sports, informational and entertainment programming

PARTNERS

- 45 academic and administrative units
- Division of Athletics for game-day presentations and ESPN3 productions
- Select Western New York community groups

YEARLY IMPACT

- Produce 100+ features
- Capture 160+ live events
- Record 10,000 hours of video footage

DID YOU KNOW?

In 10 years of recording the Distinguished Speakers Series, we've captured intimate moments with world leaders, cultural icons, renowned authors and famous entertainers.