



AMERICAN PORTFOLIOS FINANCIAL SERVICES, INC.  
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## **American Portfolios' Studio 454 Earns 2017 Videographer Award of Distinction**

HOLBROOK, N.Y. (July 27, 2017) — [American Portfolios Financial Services, Inc. \(AP\)](#), a privately-held, independent broker/dealer that services financial advisors across the country, is pleased to announce that the firm's media production arm, Studio 454, has earned a 2017 Videographer Award of Distinction within the "Web-Based Production/Video for the Web - Event" category. The winning video submission, entitled "American Portfolios National Conference 2016 Recap," highlights Connections 2016, the firm's annual national conference, and features footage filmed on location at last year's meeting in Baltimore, Md.

"It's an honor to be recognized for the video content that we produce for the benefit of our affiliated investment professionals and employees," says American Portfolios CEO Lon T. Dolber. "It's not every independent broker/dealer of our size that has a fully-equipped, on-site video production studio at its disposal. I believe it's vital to have every possible resource available for us to communicate effectively with our customers. Having every line of communication open allows us to stay connected to our advisor community and to keep them abreast of what's happening within the company, as well as in the financial services industry, in a comprehensive way."

AP's Studio 454 is a state-of-the-art, broadcast-quality facility conveniently located at the firm's home office in Holbrook, N.Y. It consistently delivers company news reports and executive messages that are vital to the day-to-day business of its affiliated investment professionals. The studio also specializes in producing a broad array of video content for the independent broker/dealer's far-reaching advisor community. The Studio 454 environment is fully equipped with motion picture production equipment to shoot multi-camera in high definition, generating professional results in digital format. The full-service facility offers everything from high-tech lighting and crisp sound to variable set options and smooth teleprompter operation. Studio 454's video production services, which are offered to AP affiliated financial advisors free of charge, are suited to manage any video project optimally and efficiently.

Since 2009, Studio 454 has been recognized across the media production industry by winning six prestigious awards, including three Videographer Awards. The mission of the Videographer Awards is to distinguish those artists who produce exceptional work within their respective fields—from newscasts to cable access, production firms to freelance filmmakers, and established advertising agencies to student productions. The Videographer Award of Distinction is granted for works that surpass industry standards; approximately 16 percent of entries earn the distinction.

"We're so pleased to once again be honored by one of the oldest and most respected awards programs in the industry," says AP Vice President of Marketing Strategy Kimberly A. Branch, CFP. "This means so much to our dedicated Studio 454 team, who works diligently to produce meaningful and engaging programs and news pieces for the enrichment of AP's advisor community."



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## **About American Portfolios**

Headquartered in Holbrook, N.Y., American Portfolios Financial Services, Inc. (APFS) is a full-service, independent broker/dealer and member firm of FINRA and SIPC, offering a complete range of financial services, including personal financial and retirement planning, securities trading, mutual funds, access to investment research, long-term care planning, insurance products and tax-free investing. Fee-based asset management is offered through its sister subsidiary, American Portfolios Advisors, Inc., (APA), an SEC Registered Investment Advisor. Both entities, along with technology entity American Portfolios Advisory Solutions, LLC, collectively reside under the legal entity American Portfolios Holdings, Inc. (APH). Full-service securities brokerage is available through a clearing firm relationship with Pershing, LLC, a BNY Mellon firm, the securities of which are held on a fully disclosed basis. The company currently serves 795 independent investment professionals located in 362 branch locations throughout the nation. It was named Broker-Dealer of the Year\* (Division III) by *Investment Advisor* magazine in 2015 and 2016, as well as one of the top five Best Small/Mid-Size Company to Work for in the state of New York for 2016 and 2017 by the New York State Society for Human Resources Management (NYS-SHRM) and the Best Companies Group (BCG).

*\*Based on a poll of registered representatives conducted by Investment Advisor magazine. Broker/dealers rated highest by their representatives are awarded "Broker/Dealer (B/D) of the Year."*

## **American Portfolios: Studio 454 Awards**

2009 Gold EMPixx Award

2011 Videographer Award of Distinction

2016 National Communicator Award of Distinction

2011 Videographer Award of Excellence

2012 National Communicator Award of Excellence

2017 Videographer Award of Distinction

## **About the Videographer Awards**

The Videographer Awards is one of the oldest and most respected awards programs in the industry. Since 1994, its mission has been to identify and recognize artists who produce exceptional work within their respective fields—from network news operations to local cable access, large production companies to freelancers, and international advertising agencies to student producers. The Videographer Award of Distinction is granted for projects that exceed industry standards; approximately 16 percent of entries earn the distinction. The Videographer Awards are administered and judged by the Association of Marketing and Communication Professionals (AMCP), an international organization consisting of thousands of marketing, communications, advertising, public relations, media production and freelance professionals. Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. Winners are listed on the Videographer Web site and in the Videographer Award Call for Entries brochure, which is seen by tens of thousands of communications professionals. The Advisory Board oversees awards and recognition programs, provides judges and sets standards of excellence.

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