



AMERICAN PORTFOLIOS FINANCIAL SERVICES, INC.
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American Portfolios' Studio 454 Earns Two Prominent Industry Awards in 2018

HOLBROOK, N.Y. (Nov. 15, 2018) — [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 recently earned two prestigious video industry awards: the 2018 Communicator Award of Distinction and the 2018 Videographer Award of Distinction.

"We are so pleased to be honored by each of these prominent and well-respected awards programs," said AP Vice President of Marketing Strategy Kimberly A. Branch, CFP, who oversees Studio 454 management. "The video content that we produce for the benefit of our affiliated investment professionals and employees allows us to stay connected to each other and highlight what's happening within the company, as well as in the financial services industry, in a comprehensive way." Manager of Media Production and Studio Operations T. Craig Poore concurs, stating, "I have always known our in-house creative team to deliver high-quality videos to our AP affiliates. It's great feedback to receive broadcast industry recognition from these award programs—and this year, Studio 454 was fortunate to have two of our projects selected as winners in separate competitions."

The 24th Annual Communicator Award winners were announced by the Academy of Interactive and Visual Arts in May 2018. Entries from around the globe were judged by the largest and most competitive awards program that honors creative excellence for communications professionals. AP's submission, entitled "[American Portfolios Year in Review 2017](#)," received an Award of Distinction within the "Branded Content – Promotional" category. The Web video—which premiered at the firm's [Connections 2017 national conference](#)—provides a retrospective of the independent broker/dealer's achievements over the course of a year. Winning entries for the Award of Distinction are judged on the merits against a standard of excellence within a given category.

In August 2018, winners were announced for the annual Videographer Awards, which are administered and judged by the Association of Marketing and Communications Professionals (AMCP). The Videographer Awards is one of the most coveted awards in the video industry that acknowledges artists who excel in their field of expertise. Chosen among 1,500 submissions from around the world, AP earned an Award of Distinction within the "Web-Based Production/Video for the Web - Fundraiser" category. The winning entry, entitled "[Evening of Discovery Gala Invite from Lon T. Dolber](#)," is a personal appeal from AP's CEO to take part in a [fundraiser](#) for one of the firm's socially responsible causes, [The Center for Discovery](#). The Award of Distinction was awarded for projects that exceeded industry standards; approximately 14 percent of entries won this award.

Since 2009, Studio 454 has been recognized across the media production industry by winning eight prestigious awards, including three Communicator Awards and four Videographer Awards.



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American Portfolios Year in Review 2017

Winner of the 2018 Communicators Award of Distinction

- ◆ Executive Producer/Script Writer: Melissa Grappone
- ◆ Director/Editor: T. Craig Poore
- ◆ Producer/Concept and Storyboarding: Nicole Dauenhauer

Watch the award-winning video: <https://www.youtube.com/watch?v=rXvoDITIsxQ>

Evening of Discovery Gala Invite from Lon T. Dolber

Winner of the 2018 Videographer Award of Distinction

- ◆ Executive Producer: Lon T. Dolber
- ◆ Director/Editor: T. Craig Poore
- ◆ Producer: Nicole Dauenhauer

Watch the award-winning video: <https://www.youtube.com/watch?v=lzpqHrNGKlg>

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 822 independent investment professionals located in 379 branch locations throughout the nation. It was named [Broker-Dealer of the Year*](#) (Division III) by Investment Advisor magazine in 2015, 2016, 2017 and 2018, as well as one of the top 10 [Best Companies to Work for in the state of New York](#) for 2016, 2017 and 2018 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."*

About American Portfolios' Studio 454

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.



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Studio 454 Awards

2009 Gold EMPixx Award	2016 National Communicator Award of Distinction
2011 Videographer Award of Excellence	2017 Videographer Award of Distinction
2011 Videographer Award of Distinction	2018 Videographer Award of Distinction
2012 National Communicator Award of Excellence	2018 National Communicator Award of Distinction

About The Communicator Awards

The Communicator Awards is the leading international awards program recognizing big ideas in marketing and communications. Founded over two decades ago, The Communicator Awards receives over 6,000 entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world. The Communicator Awards honors work that transcends innovation and craft – work that made a lasting impact, providing an equal chance of winning to all entrants regardless of company or agency size and project budget.

About the Videographer Awards

The Videographer Awards is one of the most coveted awards in the video industry. Since 1995, thousands of production and communication professionals have entered their best and most creative work. The goal of the Videographer Awards is to identify and recognize the artisans who excel in the scope of their own environment. Winners range from network news operations to local cable access ... from large production companies to freelancers ... from international advertising agencies to student producers.

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