



AMERICAN PORTFOLIOS FINANCIAL SERVICES, INC.
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American Portfolios' Studio 454 Wins 2020 Videographer Award of Distinction

HOLBROOK, N.Y. (Oct. 6, 2020) — [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 won a [2020 Videographer Award of Distinction](#) in the category of “Web-Based Video Production: Marketing.” Additionally, AP was also given an Honorable Mention in the “Web-Based Video Production: Environmental Issue” category.

“We are extremely pleased to be honored by this well-respected awards program,” 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 this awards program.”

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. AP's winning submission, entitled “BlueDock: Introduction,” is a promotional video geared toward AP's advisor community highlighting the benefits of its practice management prospecting and back office tool designed for tying in new business. The independent broker/dealer also received an Honorable Mention for a second video entitled “Going Green,” which highlights the firm's utilization of proprietary and third-party platforms in manners consistent with fostering sustainability.

Since 2009, Studio 454 has been recognized across the media production industry by winning 10 prestigious awards, including five Videographer Awards and four National Communicator Awards.

BlueDock: Introduction

Winner of the 2020 Videographer Award of Distinction

- ◆ Featuring Vice President of New Business Development and Advisor Relations David Molter
- ◆ Director/Editor: T. Craig Poore
- ◆ Scriptwriter/Producer: Nicole Dauenhauer

Watch the award-winning video: https://youtu.be/ami_BW5CZfU

Going Green

Honorable Mention: 2020 Videographer Award of Distinction

- ◆ Featuring CEO Lon T. Dolber
- ◆ Director/Editor: T. Craig Poore
- ◆ Scriptwriter/Producer: Nicole Dauenhauer

Watch the award-winning video: <https://youtu.be/IMPsFz9VJ10>

Member: FINRA, SIPC



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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 supports 863 independent investment professionals—inclusive of registered assistants—and more than 375 non-registered associates, located in 405 branch locations throughout the nation. It was named [Broker-Dealer of the Year*](#) (Division III) by Investment Advisor magazine for six consecutive years (2015-2020); a 2019 and 2020 [WealthManagement.com Industry Award Finalist](#) in multiple categories, and the 2020 winner in the service category of B/Ds under 1,000 representatives for its Virtual Administrative Services (VAS) program**; one of the [Best Companies to Work for in the state of New York](#) for five consecutive years (2016-2020) by the New York State Society for Human Resources Management (NYS-SHRM) and the Best Companies Group (BCG); and one of the [Top Long Island Workplaces](#) for 2018 and 2019 by Newsday.

** 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.”*

*** Wealthmanagement.com Industry Award finalists are selected by a panel of independent judges made up of subject matter experts in the industry. Award is based on support provided to AP’s affiliated people and does not reflect public customers nor their account performance.*

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. The independent broker/dealer made further investment in its on-site media production facility in 2019 by adding a modular set, capable of creating a dozen different set options for its many in-house video productions. The firm’s investment professionals, focus partners and home office staff members are now even better equipped to relay their messages to the advisor community and end clients through this new enhancement.



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Studio 454 Awards

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

- 2017 Videographer Award of Distinction
- 2018 Videographer Award of Distinction
- 2018 National Communicator Award of Distinction
- 2019 National Communicator Award of Distinction
- 2020 Videographer Award of Distinction

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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One example of Studio 454's new modular sets, an enhancement capable of creating a dozen different set options for its many in-house video productions.



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Photos by Nicole Dauenhauer