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Jaymie Scotto & Associates (JSA) Introduces New Blog Series: "Open Letters"

JSA Provides Industry Thought Leaders a New Platform to Discuss Significant Trends and Topics

MIDDLEBROOK, VA, March 17, 2015 – [Jaymie Scotto & Associates](#) (JSA), the preeminent marketing, public relations and event-planning firm serving the telecommunications industry, today announces the first blog post of its new blog series, the CEO "Open Letter." The new series provides an established platform for industry C-Level executives to share their personal viewpoints on topical issues facing the communications and telecom industry today. The contributed blog piece is distributed to JSA's readership of over 70,000 hits.

"Like our networking event [Telecom Exchange](#) and our [JSA TV](#) CEO Roundtables, our new Open Letter blog series is a soundboard for telecom executives to share their expertise first-hand on trending topics to an ever-widening community," states [Jaymie Scotto Cutaia](#), CEO and Founder of JSA, "including the financial, healthcare and Internet-based companies that rely on fast and secure network infrastructure and know-how to power their businesses. As our latest technologies and services impact so many, it's important more than ever to create and foster these online resources."

The JSA Blog's introductory "Open Letter," features Felipe Alvarez, CEO of [Axiom Fiber Networks](#) in New York City, and focuses on reasons for upgrading healthcare networks and the trends that are pushing IT departments to use fiber technologies. [View the blog here](#).

"The dynamic trends in the healthcare industry are placing greater emphasis how underlying data network connectivity is provisioned, secured, and managed," comments [Felipe Alvarez](#), CEO of Axiom Fiber Networks. "The JSA 'Open Letter' blog platform provides a unique vehicle for us to reach a significant target audience where we can highlight our team's experience and ability in supporting highly demanding networking environments."

Interested parties wishing to contribute to this distinctive new series should contact JSA to submit their "Open Letter." [Click here](#) to submit your content.

The new JSA "Open Letter" Blog series is part of [JSA's year-long campaign](#) celebrating a decade of delivering exceptional Public Relations, Marketing, Design and Event Services to the telecom industry.

To learn more about JSA, please visit www.jaymiescotto.com.

About JSA

Since 2005, JSA is the preeminent marketing, public relations, and event-planning firm serving the telecommunications industry. JSA offers industry-recognized, full-service communications with measurable return on investment. As the first PR firm dedicated solely to telecom, JSA provides clients with critical industry perspective and visibility. Our innovative tools, expert team and established relationships within the industry ensure the finest services available. Our clients enjoy insider-only event management and networking opportunities, including JSA's industry event [Telecom Exchange](#). We also feature client and marketplace news within our virtual newsroom for telecom professionals, JSA TV; on our Internet radio broadcast JSA Radio, within our video newsletter, Telecom News & Trends; and on our industry-leading blog, Telecom News Now. To learn more about how JSA can elevate your brand, visit www.jaymiescotto.com.

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