



## **JSA Launches 'Telco Video Studio' at Telecom Exchange in New York City on June 24**

**Leaders in Telecom TV News, Including RCR Wireless, TMCnet and JSA TV, to Record C-Level Interviews During The Premier Networking Event; 'Backstage Broadcasts' will be Live on Periscope**

**MIDDLEBROOK, VA May 5, 2015**– [Jaymie Scotto & Associates](#) (JSA), the preeminent, marketing, public relations and event planning firm for telecommunications, launches its new 'Telco Video Studio' at its [Telecom Exchange](#) (TEX) networking event for high-bandwidth network operators on June 24 in New York City. A first for telecom events, this new upgrade to the traditional press room format will include a 'green room' tailored for video news coverage, with only the top telecom media leaders in video content invited to participate. Media organizations, including [RCR Wireless](#), [TMCnet](#) and [JSA TV](#), will conduct c-level video interviews in a separate, executive-only room off the main exhibit hall. All interview times will be pre-planned; if you'd like your c-level considered for a video interview, please email [info@thetelecomexchange.com](mailto:info@thetelecomexchange.com).

Leveraging the power of social media, JSA will also be conducting live 'backstage broadcasts' via Periscope at Telecom Exchange. For viewers to see live hits from the show floor and an insider's look at the Telco Video Studio, please follow the [@TelecomExchange](#) Twitter page and download the app [Periscope](#). The feed will be live for the first 3-5 minutes every 60 minutes during the length of the event on June 24.

"At TEX, we strive to build upon the year before, and this year, one of our key emphases is on video news engagement," states [Jaymie Scotto Cutaia](#), CEO and Founder of JSA. "As such, we are proud to introduce the 'Telco Video Studio' as a unique new upgrade to the traditional press room format and Periscope broadcasting to further promote social awareness to our event news. We are honored to partner with RCR Wireless, TMCnet and JSA TV to make these initiatives possible."

As the leading telecom networking event that actively promotes news engagement, TEX is a resource for telecom and technology companies who are interested in announcing their latest breaking news to a qualified press audience. Last year, Telecom Exchange attracted 30 media partners to network and interview with industry decision makers. This year, JSA is expecting 35 total media companies in attendance, with about 15% focused on video coverage.

For accredited media partners that would like to be considered for a space in the studio, please email [info@thetelecomexchange.com](mailto:info@thetelecomexchange.com). For members of the press who require one-on-one meeting space for non-recorded interviews, and for attendees who would like to meet with the press, media briefings will be scheduled through [DealCenter](#), TEX's online meeting management system. Only registered attendees are granted access to DealCenter. To register, visit <http://www.thetelecomexchange.com>. For complimentary press passes, please email [info@thetelecomexchange.com](mailto:info@thetelecomexchange.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](http://www.jaymiescotto.com).

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