



Document Title	Tips to Engage Local News & Media
Document Summary	Learn more about how you can engage your local news and media teams to drum up excitement about Flippy, and drive sales to your restaurant.

Tips to Engage Local News & Media

Overview:

Installing a Flippy in your restaurant presents a great opportunity to generate excitement and engage your local news and media team. Promoting the introduction of Flippy to your restaurant can significantly boost sales and create anticipation among customers. To maximize this opportunity, here are some valuable tips for effectively engaging your local news channel:

Engagement Tips:

- **Research and Contact:** Identify relevant contacts or reporters at your local news channels. Reach out to them via email or phone, highlighting the introduction of Flippy and your interest in featuring it as a news story.
- **View the Miso News Room:** For ideas or inspiration, visit our [Miso Newsroom](#) on our website to read press about Flippy
- **Create a Press Release:** Craft a concise and engaging press release about the installation of Flippy, emphasizing its impact on your restaurant's operations and customer experience. Share this press release with the news channel along with your contact information, and photos of Flippy
- **Follow-Up:** If you don't receive a response, follow up politely. Sometimes, busy news teams may miss initial communications.

Schedule a Visit:

- **Arrange a Time:** Once you establish contact, schedule a convenient time for the news team to visit your establishment. Offer them the opportunity to film Flippy in action or conduct interviews with your team to discuss its impact.
- **Provide Access:** Ensure the news crew has adequate access to the areas where Flippy operates and to your team members who can share their experiences.
- **Highlight the Innovation:** Prepare key points about Flippy's technology, how it operates, and the benefits it brings to your restaurant.
- **Showcase Impact:** Be ready to share insights on how Flippy has improved efficiency, customer experience, or any unique features it offers.

Engage Your Team:

- **Involve Staff:** Encourage your team to participate in the news coverage. Their insights and experiences can add depth to the story.
- **Training:** Ensure that your staff is well-informed about Flippy's functionalities and can confidently speak about its role in the restaurant.