

**FOR IMMEDIATE RELEASE**



**FROM:** Laurie Graff  
Graff Public Relations  
917.572.4273 Tel

A Brain In A Box: Automation Makes Crisis PR Planning Accessible, Affordable

Blink OnDemand Crisis PR™ Announces Plans for World's First  
OnDemand Crisis PR Planning Software

CHICAGO [October 11, 2017] – [Blink OnDemand Crisis PR™](#) today announced the firm has begun work on the world's first-ever crisis PR planning software. President Laurel Kennedy heralded the software as “the beginning of automation for the strategic side of the public relations industry” and the “first in a portfolio of related products aimed at providing companies with the tool kit, process and templates to develop and implement professional public relations programming at a fraction of current prices.” Customers control the entire crisis PR process from planning through implementation at their own pace, with their own people, guided by a proven methodology.

The cloud-based software is accessible 24/7 from anywhere, on any device with an Internet connection. Like a “brain in a box”, Blink OnDemand Crisis PR comprises a proprietary, step-by-step model that leads users through every phase of the crisis planning process such as team organization, risk assessment, media response, incident simulation and recovery planning. The self-paced product features easy-to-follow templates and worksheets while providing built-in safeguards to avoid common issues like iteration confusion.

“Thanks to scalability, Blink OnDemand Crisis PR software makes crisis PR planning accessible and affordable for the average company without requiring a dedicated communications team or agency support,” noted Kennedy. “You can think of it as a form of brand insurance, planning ahead to minimize the impact of a crisis on the business and the brand.”

[1 Blink OnDemand Crisis PR™/Announcement Press Release](#)

210 East Pearson, Suite 4A • Chicago, IL 60611 • 847.423.2443 • [www.BlinkCrisisPR.com](http://www.BlinkCrisisPR.com)

Developed by industry veterans Laurel Kennedy and Paula Hahn, alums of agencies including Edelman, Ketchum and Porter Novelli, Blink OnDemand Crisis PR distills 50+ years of communications expertise into a logical system that even communications novices can follow to achieve professional results.

For more information about Blink OnDemand Crisis PR™ contact Laurel Kennedy at 847.423.2443 or [lkennedy@BlinkCrisisPR.com](mailto:lkennedy@BlinkCrisisPR.com)

**# # #**