



Content

Everyone has a story, a message, an experience. We help craft your narrative and deliver it in the most effective way.

[Produce Content Now](#)



Strategy

We get to know you and design a comprehensive plan to communicate your message and reach your audience.

[Build a Communications Strategy](#)



Standards

Be the part. Look the part.
The standards pillar of JGPR melds form and function.

[Improve Your Reputation](#)

Services We Provide

We treat every project with a unique approach and fresh thinking.



Critical Incident Response

When residents, community stakeholders and media members are all looking to you for answers during a critical incident, JGPR is there by your side to ...

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Press Releases

If you don't tell your story, how can you be

sure it's told accurately by someone else?
There are fewer and fewer journalists
assigned to cover ...

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Crisis Management

Crises happen in every community, in every
agency, and can strike with or without
warning. How you respond to a crisis
matters as much as -- if not ...

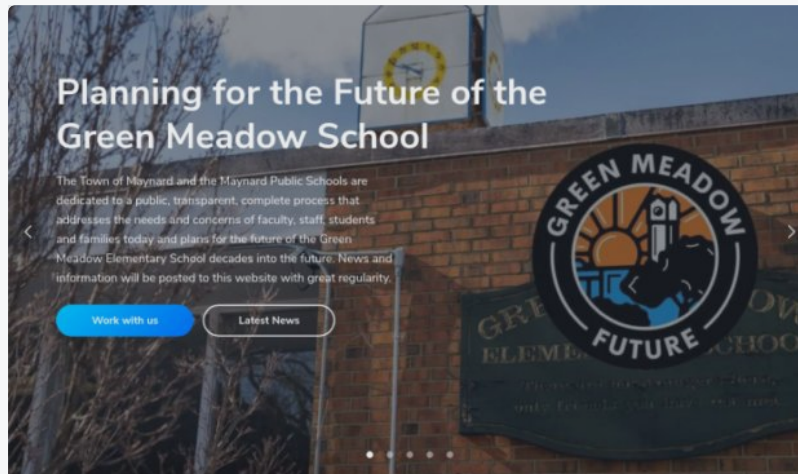
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Patch Design & Redesign

Your department or organization patch is the part of the uniform that distinguishes you from other public safety personnel. It makes you easily ...

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Website Design & Development

We specialize in creating clean, modern and user friendly websites for our police, fire, school, municipal, corporate and nonprofit ...

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Media Relations

The press is an important ally in helping your organization communicate with the public both in good times and in bad. Positive experiences and timely ...

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Construction Project Communications Plan

Renovation and new construction projects make up a significant part of a municipality's budget. Funded by taxpayer dollars, these projects often ...

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Press Conference & Event Backdrops

Every major event or press conference needs a custom, branded backdrop so that everyone knows which agency is running the show! We can design, ...

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TAX SEASON SCAMS
-WHAT TO KNOW-

- ⚠ The IRS first contacts people by mail — not by phone or email — about unpaid taxes.
- ⚠ If anyone calls about your taxes, hang up and call the IRS directly: **800-829-1040**
- ⚠ The IRS will not ask for payment using a pre-paid debit card, money order or wire transfer.
- ⚠ The IRS also will not ask for a credit card number over the phone.
- ⚠ The IRS never requests personal or financial information by email, text or social media.

Infographics

Infographics are a powerful way to communicate data in a simple, visually attractive format. Using simple graphs, imagery and data, JGPR can ...

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Products by JGPR



The one-stop shop for fire department open burning needs.



Dedicated to hiring across the entire public safety.

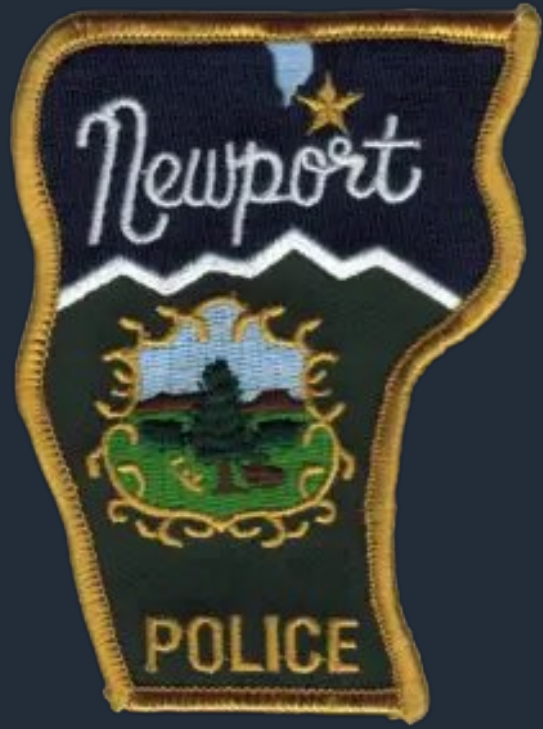
Our Clients

JGPR works with more than 300 municipal police and fire departments, public school districts, public health agencies, city/town governments, non-profit organizations and small businesses in nine states.





Armstrong
AMBULANCE SERVICE



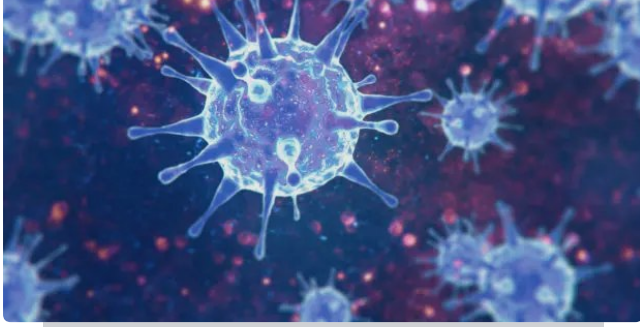
We specialize in work with municipal agencies seeking to improve their overall communications and public outreach. We are a full-service agency performing media relations, crisis management, communications strategy, media training, policy drafting, administrative reviews and much, much more.

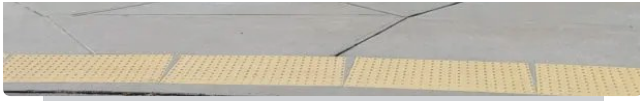
[Work With Us](#)

[Sectors We Serve](#)

Project Highlights







Client Testimonials

"JGPR has been a crucial part of my communications strategy at two of the school districts where I have been the superintendent over the past four years. Their professionalism and expertise is second to none and they have been particularly helpful in our communications around the COVID-19 pandemic to parents, students and the school community as a whole. I happily sing their praises to all of my superintendent peers."

Superintendent Paul Zinni

King Philip Regional School District, Norfolk, MA

"JGPR has been a great resource to the Andover Health Division, helping us develop a social media presence and distributing a monthly article on important public health issues. The personnel there are well versed in crisis management, and have aided us in developing and distributing messages to the public."

Thomas Carbone

Andover Health Division

"The Gloucester Fire Department has been using JGPR very successfully for several years. This enhancement of our public relations effort has helped keep our community connected to the great work of the fire department and our personnel. Beyond reporting on emergencies, the professional staff at JGPR has helped us improve our fire prevention messaging, spotlight the accomplishments of our personnel and share our stories of giving back to the community."

Chief Eric Smith

Gloucester Fire Department

"John Guilfoil Public Relations provides an extremely valuable service to those agencies that want to be proactive in both getting out a positive message to the community that they serve as well as reporting on high profile incidents/events in an open and transparent manner while always maintaining the integrity of any ongoing investigations."

Chief Brian Kyes

Chelsea Police Department and President of Massachusetts Major City Chiefs of

Client News/Reporter Resources

Press releases on the homepage are updated several times per day as news breaks. If you don't see what you're looking for here, visit the [News page](#), and follow JGPR on social media for breaking news updates.



November 6, 2021

Gloucester Fire Department Extinguishes Fire on Boat Stored at Marina

GLOUCESTER — Chief Eric Smith reports that the Gloucester Fire Department extinguished a fire on a boat in dry storage at a marina today.

 [Client News, Fire News](#)

November 5, 2021

Townsend Police Department Raising Funds for the Wounded Warrior Project Throughout November

Chief James Sartell is pleased to announce that the Townsend Police Department is raising money this November to benefit veterans and their families through the

Wounded Warrior Project.

 [Client News](#), [Police News](#)

November 5, 2021

North Attleboro Fire Department Extinguishes Fire at Royal Park Apartments

NORTH ATTLEBORO — Deputy Chief Michael Chabot reports that the North Attleboro Fire Department extinguished a fire at the Royal Park Apartment complex last night.

 [Client News](#), [Fire News](#)

[View More](#)

Content. Strategy. Standards.

When you need help, turn to the award-winning team at the John Guilfoil Public Relations Agency.

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Always Open

Call us: 617-993-0003

We're available 24/7/365.

Location

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Northern New England

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Georgetown, MA 01833

617-993-0003

Southern New England

719 Washington St.

Canton, MA 02021

781-428-3299

Award Winning





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