

Christopher M. Collora Accomplishments as Marketing and PR Director at WOLFCOM USA



BodyCameraDonations.com
Help your local law enforcement agency receive body cameras

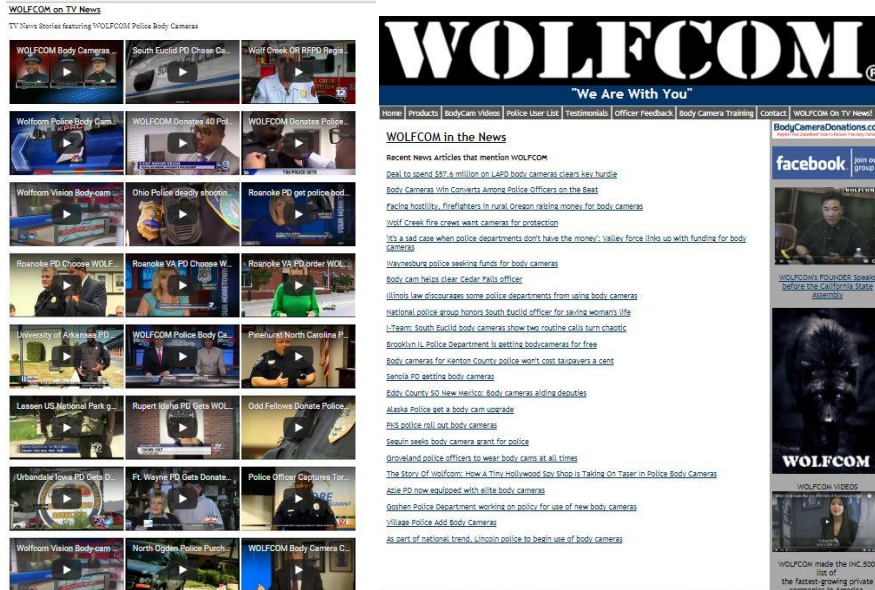


- Took the innovative to reach out to California State Assemblyman Jim Cooper's Office regarding a scheduled body camera informational hearing in July 2015. My actions resulted in WOLFCOM President Peter Austin Onurang and CEO Tiffany Wang being invited to speak before Assembly Hearing to present information about Police Body Cameras. Hearing was broadcast online and several [news articles](#) were written about the company testifying, elevating the company status and reputation as experts in the industry.



- Contacted Los Angeles Council Members and successfully set up meetings between WOLFCOM Senior Officers and members of Los Angeles City Council to discuss alternative to expensive LAPD Body Camera Program.

- Wrote and pitched [Press Releases](#) about WOLFCOM sales to local police department's nationwide, generating coverage by many local TV stations, newspapers and websites (including [PoliceOne.com](#)) about WOLFCOM Police Body Cameras purchased by their local law enforcement agencies. Posted on "[WOLFCOM in the News](#)" Website Page and social media pages.

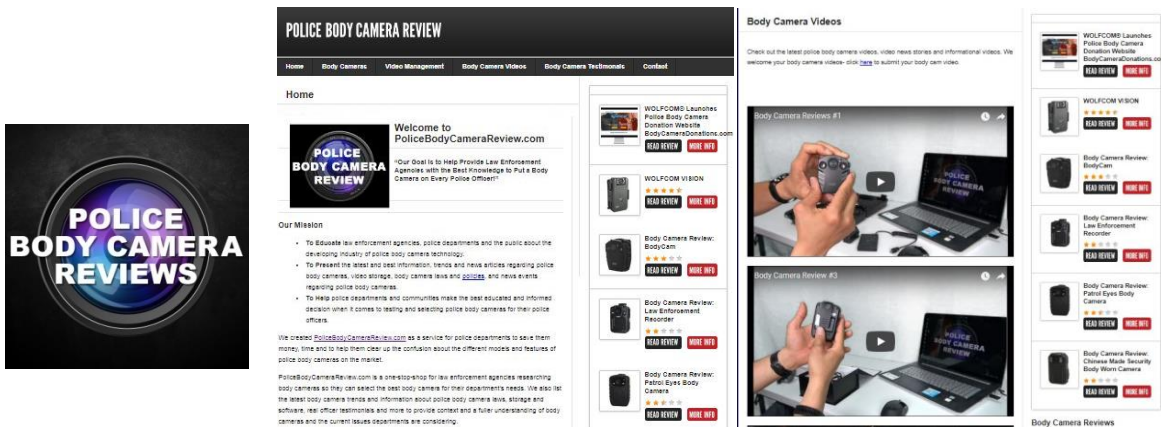


- Created WOLFCOM "[Customer Testimonial Page](#)" on WOLFCOM Website. Feedback helped promote body cameras and elevate page in SEO rankings.
- Reached out to ABC News Los Angeles Technology Reporter Jonathan Novak and generated story coverage about body camera technology as morning feature story.





- Interviewed various police chiefs on camera at 2015 International Association of Chiefs of Police Convention about the topic of body cameras and their feedback about WOLFCOM Body Cameras. Edited the video into promotional videos posted on [Officer Feedback Page](#) on WolfcomUSA.com. Also used the footage on [BodyCameraReviews.com](#).

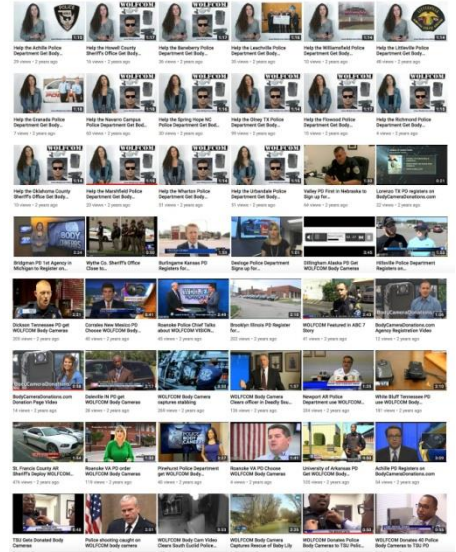
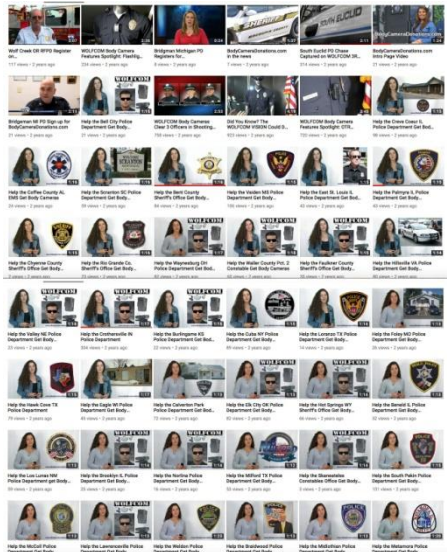


- Created and managed [BodyCameraReviews.com](#), to educate police departments researching body camera technology about the various features, capabilities and quality of body cameras on the market to elevate and define WOLFCOM as “the experts” in body camera technology while highlighting features and advantages of WOLFCOM products.



- Created and managed [BodyCameraDonations.com](#), to help under-funded police departments register for publically sponsored donations of police body cameras.

- Created and posted press releases, print and video content on BodyCameraDonations.com. Responsible for setting up video shoots, wrote the scripts, hired actors and shot and edited promotional videos for the website. Created videos for each [Registered Agency's Page](#).



- Managed a nationwide media campaign by writing and sending out press releases to successfully generate media print and TV news stories about BodyCameraDonations.com registered agencies. Posted on "[BodyCameraDonations.com in the news](#)" web page and social media pages.

Texas Southern University Police Receives Donated WOLFCOM's Police Body Cameras

WOLFCOM Donates Police Body Cameras

TSU POLICE GETS 40 DONATED BODY CAMERAS

CHIEF BENJAMIN GREEN

Houston, TX: WOLFCOM, a leading manufacturer of Police Body Camera and today they are the only that police equipment to search from BodyCameraDonations.com. These WOLFCOM VISION and our Biometric Management Software to the Texas Southern University Police Department.

The donated body camera were made through www.BodyCameraDonations.com. The website allows law enforcement agencies to register for body camera donations and encourages the public to contribute funds to a specific department or a general fund for all departments.

Texas Southern University PD uses their new Body Cameras

"We're very pleased to donate to Texas Southern University Police Department and today they are the only that police equipment to search from BodyCameraDonations.com. These WOLFCOM VISION and our Biometric Management Software to be additional tools to help these officers each day, and in the past that they will have the benefit of these cameras," said WOLFCOM Founder [Paul G. Green](#).

Chief Benjamin Green of the Texas Southern University Police Department said his department is grateful for the donated body camera and eager to use the new WOLFCOM VISION. "We're excited to be receiving the new WOLFCOM VISION. We've utilized the WOLFCOM PRO grid for a number of years and we're eager to get used to the equipment. The new WOLFCOM body camera are smaller, more user friendly and allow for our officers more placement options to capture important aspects of the WOLFCOM VISION," said Green.

Chief Green said his department has seen the value of using body cameras as they are able to back the new WOLFCOM VISION will see in the department time and money and help them do their jobs better. "Body cameras are the use of the future of public safety. They allow officers to capture video evidence of events in real time. They protect the citizens and our officers. Using body camera can cover complaints and appropriate cases," said Green.

Wolffcom Police Body Camera donation.



DID YOU KNOW?

In 2016, with public support, BodyCameraDonations.com raised over \$30,000 to purchase body cameras for 13 law enforcement agencies!