

The Waco Project talking points

Q: What is The Waco Project?

A: The Waco Project is a 24-month campaign to tell Waco's story through the individual experiences of its residents.

Q: Who can use The Waco Project videos?

A: Organizations and businesses in Waco that would like to use The Waco Project videos are welcome to do so provided that they follow the brand standards listed on P. 10 of this guide. For more information about becoming a Waco Project partner and to gain access to the original video files, please contact info@thewacoproject.com.

Q: What is the requirement to become a Waco Project partner?

A: Waco Project partners are organizations and businesses that have agreed to communicate about Waco in a uniform way through shared language about Waco, a series human interest videos and a Waco hype video. The Communications Co-op will provide resources to assist partners in sharing the initiative.

Q: Who developed The Waco Project

A: The Waco Project was created by the Waco Communications Co-op, a group of cross-sector professionals whom all have a stake in how Waco is perceived. The Waco Communications Co-op exists to manage communications for city-wide collaborative initiatives, and telling the Waco story was one of its key projects.

Q: Will there be more seasons of The Waco Project?

A: The Waco Communications Co-op will continue to produce Waco image videos as long as there are stories to tell. However, The Waco Project is funded by partner contributions, and production of the videos is contingent on securing additional funding to produce a high-quality product that meets the Co-op's campaign standards.

Q: How can I share my own story?

A: If you are a Waco or McLennan County resident and have an interesting story to share, please contact info@thewacoproject.org.