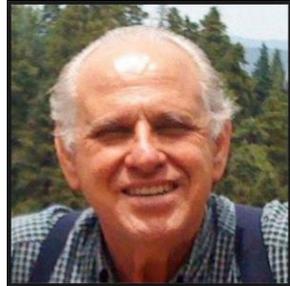


About John Pisciotta and Pro-Life Waco

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John Pisciotta founded Pro-Life Waco in 1996. From a newsletter sent to 25 people, Pro-Life Waco has grown into a robust, activist organization battling for the Culture of Life and opposing Planned Parenthood at every turn. Planned Parenthood Waco opened an abortion facility in 1994. The shedding of innocent blood was suspended in August of 2013. Sadly, abortion resumed in December of 2017 in a new facility build in secret at 700 W HWY 6.

In 2004, Pisciotta led a boycott of “Thin Mint” cookies sales, because of entanglement of local Girl Scouts with Planned Parenthood. In the previous year, the Waco Girl Scout Council named the CEO of the Planned Parenthood Waco as a Woman of Distinction—a role model for young girls. The boycott exploded into a national news story, which resulted in Pisciotta appearing on the NBC Today Show, Fox News Shawn Hannity, CBN’s 700 Club and more. The boycott pressured the Waco Girl Scout Council to sever ties to Planned Parenthood and delivered national exposure to the growing conflict between the secular humanism of Girl Scouts and Christian moral values.



Years of Pro-Life Waco outreach contributed to two huge victories in 2013. The Planned Parenthood Waco abortion facility was closed in August of 2013. Over 19,000 babies in the womb were killed by Planned Parenthood in Waco during 1994-2013. Second, Planned Parenthood announced the termination of its Nobody’s Fool summer “sex education” conference for children entering grades 5-9. For 23 years, Nobody’s Fool was a flashpoint of pro-life/pro-abortion controversy. PLW’s 2004 Girl Scout Cookie Boycott was an outgrowth over the local conflict over Nobody’s Fool.

Arrows in the Pro-Life Waco quiver today include billboards and yard signs, a pro-life booth at the Heart of Texas Fair, 24/7 display of a pro-life billboard truck named “Carolyn,” newspaper advertising and opinion essays, a monthly Love Life Chain demonstration, monthly pedestrian overpass outreach, Christmas caroling at Planned Parenthood, and a Second Sunday Pro-Life Gathering. Second Sunday features an Italian pasta meal, prominent speakers, and an action-planning. Abby Johnson and Dr. Alveda King have been Second Sunday speakers.

John Pisciotta extended the impact of Pro-Life Waco nationwide and worldwide in July of 2014 with the creation of the Facebook group named Hometown Pro-Life Action (HTPLA). By the in 2019, this targeted and vibrant group surpassed 10,000 members from over 90 countries. HTPLA is not a full-range pro-life forum, but rather a resource for strengthening the local action branch of the pro-life tree. In April of 2016, John created the Pro-Life Politics group on Facebook, which has reached nearly 3,000 members from over 80 countries.

A hallmark of Pro-Life Waco is rapid response to pro-life/pro-family challenges. In February 2015, Pro-Life Waco was the only group in the country that responded with ACTION to Target’s marketing collaboration with the deplorable **50 Shades of Grey** movie. Discussions with department store management

(Waco) and a demonstration (Georgetown) brought quick capitulation and created a buzz on social media and internet news.

Pro-Life Waco responded to the horrific undercover videos showing Planned Parenthood harvesting baby body parts. First, on September 22, 2015, Pro-Life Waco delivered the first-in-the-nation “Dawn to Dusk Overpass Outreach” over I-35 near Baylor. ProtestABQ in Albuquerque delivered overpass outreach at the same time in solidarity with PLW. Second, on September 1, 2015, PLW launched #ProtestBOA, calling for an end to Bank of America financial support to Planned Parenthood. The support is in the form of 100% matching grants for employee contributions to Planned Parenthood. Groups in other cities joined the protest of Bank of America such as Albuquerque, Lubbock, Austin, Dallas, Nashville, and national BOA headquarters in Charlotte.

Late in 2016, John Pisciotta learned of the possible return of abortion with evidence that a building under construction on HWY 6 was Planned Parenthood. In rapid response, John organized a campaign under the title of **NEVER Again in Waco!** The campaign included billboards, yard signs, letters to the editor, online and paper petition drives, an a **NEVER Again in Waco!** public rally on February 11. “NEVER Again” was the front-page story in the Waco Trib, with TV news coverage as well. On February 26, a full-page ad appeared in the *Waco Tribune-Herald* with 83 Waco-area pastors affirming opposition to the return of abortion to Waco.



On November 15, 2017, Planned Parenthood of Greater Texas announced the opening of its new \$4.3 million birth control and abortion facility at 700 W HWY 6. The centerpiece of the Pro-Life Waco response to the new abortion facility was delivering a 40 Days for Life prayer vigil. The 40 Days for Life campaign coincided with Lent of 2018. An estimated 500 prayer volunteers prayed regularly in the public right-of-way of Planned Parenthood on HWY 6.

Following 40 Days for Life, PLW joined with Care Net Pregnancy Center for sidewalk counseling on abortion days. Pro-Life Waco has two large billboards with last-minute messages abortion-minded moms. On billboard on HWY 6 faces east and the other west on the path to the abortion center. Planned Parenthood’s regional abortion center, which is very much in the public eye, has elevated the battle for life far above the 1994-2013 era of abortion.

John Pisciotta was raised on a family farm near Pueblo, Colorado, guided by terrific parents, Fred and Rose Lee. He earned an undergraduate degree in economics, magna cum laude, in 1966 from the University of Colorado at Boulder. He completed a Ph.D. in economics from, the University of Texas at Austin in 1971.

His teaching career included 9 years at Colorado State University Pueblo and 32 years with the Baylor University School of Business. John “retired” in 2012 to enter full-time pro-life ministry.

Pisciotta is a life-long Catholic and is a member of St. Mary’s Catholic Church in Waco and Knights of Columbus Council #1358. He is the father of four and the grandfather of six.