

Dear friends

For a while, I have been trying to raise awareness for a while about a situation in Peru that is **risking destroying some of the most beautiful cultural and natural heritage sites in Peru and on Earth**. As some of you may know I am talking about the construction of an airport in the Sacred Valley of the Incas. A very successful [petition with Change.org](#) was launched and has managed over 100,000 signatures to stop this construction. **But despite massive opposition including that of international organizations, the project is going ahead.**

While in Lima a couple of weeks ago, I was lucky enough to meet with Sonia Goldenberg (bio attached) who told me about a communications campaign she is actively supporting and which could eventually (hopefully) lead to raised awareness on this matter and a proper crowdfunding campaign. **But we have to start somewhere and fast.** So I **instantly pledged some money and decided to reach out to you all to see if you could help, as I know many of you feel as strongly as I do about this.** Many of you have visited and explored these magnificent sites, and would be as devastated as I am to see them go.

What is the current situation?

- So far, 10% of land total has been removed and the damage to the scenery has been considerable.
- On June 20, 2020 the massive land removal of the remaining 90% will resume, which would cause irreparable damage to Chinchero and the Sacred Valley of the Incas.

I am including a link to a [story I posted](#) on Aracari's website back in July 2019, where you can see what the scenery looked like.

We don't need much imagination after seeing this picture to figure out what the areas will look like when the works start in earnest in June 2020. We must stop this. We need to join forces to stop this absurd project before it is too late and in order to achieve this we need to secure resources.

To donate please [click here](#)

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What are the facts?

- The airport construction is illegal.
- It is being pursued without undertaking the most basic heritage, aeronautic and environmental technical studies required to build an airport.

Who is taking part in this communications campaign?

- **Sonia Goldenberg (bio attached)**, who would donate her time pro bono to promote the launch of this initiative on a solid basis in a most professional manner. She is a **New York Times** contributing **columnist** and has a long career as a journalist and filmmaker who has been awarded several international prizes. She also has experience as a communication strategy consultant for international organizations. Here is a link to her [New York Times article](#) on the subject (subscription required)
- **Jonathan Stack (bio attached) - US filmmaker and media activist**. A Sundance Grand Jury Prize winner who has twice been nominated to an Oscar, Jonathan has expertise in creating global campaigns and movements related to urgent and vital causes. By relying on interactive technology, filming and traditional storytelling, he has successfully produced media campaigns designed to obtain concrete results. Jonathan spent 3 years in Peru and is very much aware of the importance of this effort, not only for Peru but also for the world, and his participation would be of an enormous advantage.

The promise and beauty of the project is the challenge to **establish alliances** which will hopefully overcome the traditional divisions afflicting our country. Sonia and Jonathan propose spending 10 days together in March, filming, writing and preparing a communications campaign whose goal would be to become reconnect with our history and our vast patrimonial legacy while we reimagine our future. The outcome of his imminent visit to the country and to Cusco would be designing the blueprint of a **strategic campaign** with a schedule as well as crucial and necessary activities to succeed in stopping as soon as possible this damaging project. The latter has proven to be extremely detrimental to the country's interests, and of course, to the tourism industry in the short, medium and long term.

I am attaching a description of the project narratives, as well as Jonathan's and Sonia's biographies. We need of a **donation** to launch this campaign and I hope we can count on your support. Anything counts. If you don't see in the distribution list above people who should be obvious recipients (travelling companions and friends and fans of Peru for example please pass this on)

We need just \$12,000 to get this kickstarted (filming, writing and disseminating information). From there and depending on the outcome we will continue the fundraising to take the necessary steps to STOP THIS. If we don't reach the target of \$12,000 for this project we will return the funds to you.

Here is the [link](#) to make a donation.

I do hope you can help. Thank you so much. If you have any questions, ideas of other ways to help or contact with Sonia or Jonathan please email and ask me.

My best wishes to all and thanks again.

BY RESPECTING THE PAST WE CREATE THE FUTURE

The objectives of the media campaign are as follows:

1. Stop the construction of the airport.

This is the bottom line 'goal' of this campaign.

2. Develop a strategy and language to reinforce alliances between different sectors of society.

- Indigenous communities
- Political class
- Academic community
- Media/Journalism
- Tourism industry
- Scientific community
- General public
- International organizations (e.g. World Monuments Fund, UNESCO)
- International community, including tourists.

We leverage the powerful symbolism of Chinchero, Machu Picchu and the Sacred Valley to generate a sense of shared history and shared future for Peru, as a nation and as a destination.

Much of Peru's history is grounded in conquest and control, while this campaign presents a counter narrative that acknowledges the extraordinary roots of a nation, while re-imagining its future by advocating for its millenary past. By preserving the latter, we collectively secure a better future.

3. Educate people about what's at stake, what is being lost and what is to be gained by working together to STOP the airport project in Chinchero.

We must take advantage of the story we want to tell to let Peruvians understand the issues at stake, the history that would be lost, the values, both economic and symbolic, we attempt to save, and negative impact that this historical loss would entail. We would establish close links and alliances with other existing groups, like the organizers of the change.org campaign led by Natalia Majluf that succeeded in gathering more than 100,000 signatures of prestigious personalities against the construction of the airport in Chinchero. Also with the editors of the

Facebook pages “Salvemos Chinchero and the Sacred Valley of the Incas” and “Citizens for an Airport with Dignity”

4. We film every step of the journey.

Interview leaders and key players from the different sectors on film so we have their statements recorded. Where possible and appropriate we do interviews in both English, Spanish and Quechua.

We film the sites that we are protecting, or we get access to already existing archive. We want beauty, but we need to be smart, efficient and economical about how to get it.

We would approach a film school or film students or hire editors by relying on a low-cost budget to produce media assets for the campaign. These would include short 30-60 second clips, testimonials and memes.

We have the material for long form pieces – that are five to 10 minutes long.

5. Deliverables include strategic plan/blueprint for enacting the full campaign, which will cover:

- a. Activities
- b. Schedule
- c. Budget
- d. 5-10 short media assets.

Lima, 23 January 2020



biofilmografía de la directora

Sonia Goldenberg es una cineasta y periodista peruana que ha realizado diversos documentales con importantes premios internacionales. Es autora de dos libros *Reportaje al Perú anónimo* (1990) y *Decidamos el futuro* (1985) y compiladora de *Amor y poder en el umbral del milenio* (2009). Tiene un máster de Columbia Graduate School of Journalism. Goldenberg actualmente dirige la Escuela de Cine de lo Real, un espacio para la promoción y pedagogía del cine documental.

director's biofilmography

Sonia Goldenberg is a Peruvian filmmaker, journalist and author. She has directed and produced several films on political, social and cultural issues which have received international awards. She is the author of *Reportaje al Perú anónimo*, *Decidamos el Futuro* and *Amor y Poder en el Umbral del Milenio*. She has an M.S. from Columbia Graduate School of Journalism. Goldenberg now directs Escuela de Cine de lo Real, a documentary film school in Lima.

SIGUIENDO A KINA (FOLLOWING KINA) [2015] 63 min.

When Kina Malpartida won her title as the first Peruvian World Boxing Champion, the country was struck by a female boxing fever. Inspired by Kina, two young women fight against all odds to sustain a dream and become the next champion.

[Co-production Ibermedia Fund, 2012](#)

[Postproduction Prize in the National Contest of Feature Documentary Films by the Peruvian Ministry of Culture, 2014](#)

EL PAÍS DE LOS SAXOS (SAX COUNTRY) [2007] 70 min.

A documentary about the love for music and the fascination with the saxophone in the Central Andes, filmed in New York City and Peru.

[Special Jury Award, Festival de Cinema Peruvien, Paris, November 2007](#)

MEMORIAS DEL PARAÍSO (MEMORIES OF PARADISE) [2003] 54 min.

The legendary Peruvian town of Paradise was once a tropical utopia but was taken over by drug lords and Maoist guerrillas. After two decades of political violence all the inhabitants fled. But now, despite reports the guerrillas are regrouping in the area, the original residents are slowly returning. For the first time, they tell their harrowing story.

[New Journalism Prize CEMEX-FPNI, presided by Gabriel García Márquez, Mexico 2005](#)

[Bronze Prize, Zolotoy Vityaz-Golden Knight International Film Festival, Moscow 2004](#)

[Award of Merit in Film, LASA, \(Latin American Studies Association\) San Juan, Puerto Rico 2006](#)

PODEROSO CABALLERO (EYE SPY) [2002] 35 min.

A documentary on Vladimiro Montesinos, a sinister secret service operator who corrupted an entire nation by bribing politicians, bankers, entrepreneurs, judges, military officers and journalists, while meticulously videotaping all his victims.

[Honorific Mention, Premio Internacional de Periodismo Rey de España.](#)

Jonathan Stack, Executive Director



Born in New York City, but bred in countries and cultures throughout the world, Jonathan Stack is a unrelenting 'seeker of knowledge' as well as a committed social justice storyteller. He has lived and worked in over 40 countries, including Peru from 1981-1983 where he spent 5 months in the Amazon and two years on the shores of Lago Titicaca in Puno. It was during these years, that he chose filmmaking and media activism, as his life-long pursuit.

In the late 1980s, Stack founded GABRIEL FILMS and has since gone on to produce over fifty films for dozens of cable channels in the US and many television partners abroad. His work has won him Emmy Awards and two- time Academy Award nominations for documentary film. He has released several films theatrically and shown his work at many of the major festivals including Sundance where he won the Grand Jury Prize in 1998.

While working as an independent filmmaker Stack has earned a reputation for his unique ability to gain access into forbidden and even dangerous worlds. His exclusives include, President Charles Taylor of Liberia's farewell speech to the nation and a rare interview with David Miscavige, head of the Church of Scientology. He has filmed inside Angola Prison over 15 years, travelled with militias in Guinea and Liberia and been to a last supper on death row three times. He has filmed 10,000 feet below sea level and 20,000 feet above, explored stories that took place thousands of years ago, seminal events that are happening today and new ideas that are framing tomorrow.

Eager to increase the impact of his work, he has spent the better part of the past decade, leveraging the power of interactive storytelling and new media technology. In 2012, he founded World Vasectomy Day (WVD) and, 8 years later, with 1,200 participating providers doing upwards of 25,000 vasectomies a year in over 25 countries, it is the largest male focused family planning event in history.