

SECOND HOLY LAND

Project Portfolio

Supporting Materials for Donors,
Executive Producers, Foundations &
Strategic Partners



Truth And Accountability League (TAAL)



Director's Statement

For nearly two thousand years, Armenia has occupied a singular place in the history of Christianity. It was the first nation to adopt Christianity as its state religion in AD 301, preserving some of the world's oldest churches, monasteries, manuscripts, and Christian traditions. Yet despite its extraordinary legacy, Armenia's foundational role in Christianity remains largely absent from the global narrative.

As a journalist, documentary filmmaker, and Armenian-American, I have spent decades uncovering stories that challenge conventional narratives and bring overlooked histories into public view. Throughout my career, I have witnessed how misinformation, political interests, and historical omission can shape public understanding. Few stories illustrate that reality more profoundly than Armenia's place in Christian history.

Second Holy Land was born from a simple yet powerful question: If Christianity has a Holy Land, could it also have a Second Holy Land?

The deeper I explored this question, the more I realized that Armenia's story is not simply Armenian history. It is Christian history. From the missions of the Apostles Thaddeus and Bartholomew to the adoption of Christianity as a state religion, from centuries of preserving sacred manuscripts to safeguarding holy sites throughout the Middle East, Armenia has played an indispensable role in the preservation and development of one of the world's great faiths.

Rather than advocating belief, the film invites audiences to rediscover a remarkable chapter of human civilization through history, archaeology, scholarship, and faith. By bringing together leading historians, theologians, archaeologists, clergy, and manuscript experts, we seek to present a thoughtful, evidence-based exploration of Armenia's enduring contribution to Christianity.

Today, this story is more urgent than ever. Many of these historic churches, monasteries, manuscripts, and Christian communities face increasing threats from war, displacement, cultural destruction, and neglect. Preserving their stories is no longer simply an act of historical curiosity. It is an act of cultural preservation and global responsibility.

My hope is that *Second Holy Land* will inspire audiences of every background to see Armenia not as a footnote to Christian history, but as one of its foundational pillars. More importantly, I hope it reminds us that humanity's shared heritage belongs to all of us, and that preserving it is a responsibility we collectively share.

Throughout my career, whether as a journalist, filmmaker, or human rights advocate, I have sought to bring overlooked stories into the light. *Second Holy Land* is the culmination of that mission: a film that gives voice to one of Christianity's greatest untold stories and invites the world to rediscover a legacy that helped shape Christianity and our shared human story."

Vic Gerami

Writer • Producer • Director



Impact Statement

Second Holy Land is more than a documentary. It is an educational and cultural initiative designed to restore one of Christianity's most significant yet overlooked historical narratives to its rightful place in the global conversation.

For centuries, Armenia has preserved sacred sites, manuscripts, traditions, and archaeological treasures that have shaped the development of Christianity. Yet this extraordinary legacy remains largely unknown to audiences around the world. By combining breathtaking cinematography with leading historical scholarship, Second Holy Land seeks to make this remarkable story accessible to audiences of every background, regardless of faith or nationality.

Beyond traditional film audiences, the documentary has the potential to become a lasting educational resource. It is envisioned for use in universities, seminaries, churches, museums, libraries, cultural institutions, and interfaith organizations seeking to deepen understanding of Christian history, cultural heritage, and the importance of preserving endangered civilizations.

The film also addresses an urgent contemporary reality. Historic Armenian churches, monasteries, manuscripts, and Christian communities continue to face threats from conflict, displacement, neglect, and the destruction of cultural heritage. By documenting these irreplaceable treasures and the history they represent, Second Holy Land contributes to broader international efforts to preserve humanity's shared cultural legacy for future generations.

Second Holy Land is being developed for theatrical release, followed by international film festival screenings, broadcast television, streaming platforms, educational licensing, museum exhibitions, faith-based organizations, and community screenings worldwide. Through these distribution channels, the documentary will foster dialogue across cultures, denominations, and generations while serving as an enduring educational resource.

Ultimately, Second Holy Land seeks to inspire curiosity, foster historical understanding, and encourage greater appreciation for one of Christianity's oldest continuous traditions. By bringing Armenia's remarkable story to a global audience, the film aims not only to illuminate the past, but also to strengthen efforts to preserve cultural heritage, promote historical truth, and celebrate the enduring resilience of one of the world's oldest Christian civilizations.

Impact Goals

- Inspire global awareness of Armenia's foundational role in Christian history.
- Provide a lasting educational resource for universities, churches, museums, and cultural institutions.
- Help preserve endangered Christian heritage and sacred sites.
- Foster interfaith dialogue through scholarship, history, and shared cultural understanding.
- Reach international audiences through theatrical exhibition, broadcast television, streaming platforms, film festivals, and educational distribution.



Production Team

Vic Gerami

Writer • Producer • Director

Vic Gerami is an award-winning journalist, documentary filmmaker, and founder and chair of the Truth And Accountability League (TAAL), a nonprofit organization dedicated to combating hate, disinformation, and historical erasure. His previous documentaries, *Motherland* and *ARTSAKH Armenian Genocide Continues*, have earned international recognition, with *ARTSAKH Armenian Genocide Continues* screening at more than 80 film festivals and receiving 40 Best Documentary Feature awards. Through his journalism, filmmaking, and human rights advocacy, Gerami has spent decades bringing overlooked stories to global audiences, making *Second Holy Land* the culmination of decades of commitment to historical truth and cultural preservation.

Award-winning documentary filmmaker.

Journalist and Editor/Publisher of *The Blunt Post*.

Founder & Chair of the Truth And Accountability League (TAAL).

Director of *Motherland* and *ARTSAKH Armenian Genocide Continues*.

Chris Damadyan

Editor

Chris Damadyan is an award-winning film editor with extensive experience in feature films, television, music videos, and commercial productions. His editing credits include *Agent Recon* (2024), starring Chuck Norris, Marc Singer, and Derek Ting; *Second Chances* (2022), featuring Denise Richards, Luke Goss, Carolina Gaitán, AnnaLynne McCord, Tiffany Hines, and Jake Manley; *Motherland*; *ARTSAKH Armenian Genocide Continues*; the feature film *Guardian Angel*; and the television series *Los*. Over the course of his career, Damadyan has contributed to the post-production of more than 100 music videos, commercials, and other productions.

Henrick Vartanian

Producer

Henrick Vartanian is a filmmaker, producer, and media professional who earned his degree in film from California State University, Long Beach. Since 1999, he has served as the Editor and Publisher of *Brave New Hollywood*, an independent entertainment news platform covering independent films, emerging talent, and industry innovators. His producing credits include *Motherland* and *ARTSAKH Armenian Genocide Continues*, along with the feature films *Borderlands* and *Say Yes*, the television programs *Hollywood Live* and *The Big Breakfast*, and the documentary *Les Coulisses des Golden Globes*.



Project Timeline

Phase 1 – Development & Pre-Production

Current

- Complete research, script, and production planning
- Secure financing and confirm key creative team
- Finalize interviews, filming locations, permits, and logistics

Phase 2 – Principal Photography

Following Financing

- Film throughout Armenia and historic centers of Armenian Christianity
- Conduct expert interviews and capture cinematic footage, aerials, monasteries, manuscripts, and cultural landmarks

Phase 3 – Post-Production

4–6 Months

- Editing, archival integration, motion graphics, color grading, and narration
- Music composition, sound design, mastering, and final delivery

Phase 4 – Distribution & Impact

- Festival premiere, streaming, broadcast, and educational distribution
- Museum, university, church, and community screenings, supported by a global outreach campaign

Estimated Completion

12–18 months following full project financing.

Production will commence immediately upon securing principal financing and completion of pre-production planning.



Budget Summary

Category	Estimated Cost
Development & Pre-Production	\$50,000
Production (Travel, Crew & Equipment)	\$220,000
Post-Production	\$180,000
Music, Graphics & Deliverables	\$50,000
Marketing, Festival & Distribution	\$75,000
Contingency	\$75,000
Total Estimated Budget	\$650,000

Initial fundraising efforts are focused on securing a minimum of \$500,000 to begin principal photography and complete post-production. Additional funding will support expanded distribution, educational outreach, festival participation, and long-term impact initiatives.



Funding Breakdown

Current Funding Goal

Minimum Capital Raise: \$500,000

This initial funding will enable Second Holy Land to move into principal photography and complete post-production, positioning the documentary for theatrical release, international distribution, and educational outreach.

Funding Priorities

Production (44%)

Principal photography, cinematography, travel, crew, equipment, and on-location production.

Post-Production (36%)

Editing, music, sound design, color grading, motion graphics, narration, and mastering.

Pre-Production (10%)

Research, scripting, production planning, permits, scheduling, and logistics.

Distribution & Outreach (10%)

Festival submissions, educational materials, publicity, marketing, and audience engagement.

Partnership Opportunities

- Executive Producer
- Co-Executive Producer
- Producer
- Associate Producer
- Major Benefactor
- Foundation & Institutional Partner
- Corporate Sponsor
- Individual Donor

All contributions made through the Truth And Accountability League (TAAL), a registered 501(c)(3) nonprofit organization, are tax-deductible to the fullest extent permitted by law.



Frequently Asked Questions

What is Second Holy Land?

Second Holy Land is a feature-length documentary exploring Armenia's foundational role in the history of Christianity and why its story has remained largely unknown to the world.

Why is this film important now?

As Armenia's Christian heritage faces growing threats, the documentary seeks to preserve, document, and share nearly two thousand years of faith, culture, and history with global audiences.

Where will filming take place?

Production will take place throughout Armenia and other historic centers of Armenian Christianity, including Jerusalem, Rome, Venice, Iran, and potentially Ethiopia, featuring sacred sites, monasteries, manuscripts, and interviews with leading historians, theologians, archaeologists, clergy, and manuscript experts.

Who is producing the documentary?

The film is being led by award-winning journalist and filmmaker Vic Gerami, together with an experienced production team and internationally recognized subject matter experts.

How will the film be distributed?

Second Holy Land is being developed for theatrical release, followed by international film festival screenings, broadcast television, streaming platforms, educational licensing, museums, churches, libraries, and community screenings worldwide.

What makes Second Holy Land unique?

Unlike previous documentaries, Second Holy Land is the first major international documentary to comprehensively explore Armenia's foundational role in the history of Christianity through scholarly research, rare access to sacred sites, breathtaking cinematography, and interviews with leading historians, theologians, archaeologists, clergy, and manuscript experts.

How can individuals and organizations support the project?

Support is available through tax-deductible donations, foundation grants, corporate sponsorships, and Executive Producer, Producer, and other partnership opportunities.

Are contributions tax-deductible?

Yes. Contributions made through the Truth And Accountability League (TAAL), a registered 501(c)(3) nonprofit organization, are tax-deductible to the fullest extent permitted by law.



Proof of Credibility

Award-Winning Filmmaker

Vic Gerami is an award-winning journalist, filmmaker, and human rights advocate whose work has earned international recognition for uncovering untold stories and advancing historical truth.

His previous documentaries include:

Motherland

- Official Selection at more than 80 international film festivals
- Recipient of 40 Best Documentary Feature Awards
- Shortlisted for the Hollywood Music in Media Awards

ARTSAKH Armenian Genocide Continues

- International festival screenings and recognition for documenting one of the defining human rights crises of the 21st century

Established Leadership

Founder and Chair of the Truth And Accountability League (TAAL), a registered 501(c)(3) nonprofit organization dedicated to combating hate, disinformation, historical erasure, and attacks on vulnerable communities.

Trusted Voice

- Award-winning journalist and publisher
- Founder and Publisher of The Blunt Post
- Interviewed more than 100 Members of Congress, governors, ambassadors, and internationally recognized leaders
- Frequent speaker on human rights, democracy, genocide prevention, and public policy

A Project Built on Expertise

Second Holy Land will feature interviews with leading:

- Historians
- Theologians
- Archaeologists
- Clergy
- Manuscript experts

Together with breathtaking cinematography and unprecedented access to sacred sites across Armenia and historic centers of Armenian Christianity.

Second Holy Land combines an award-winning creative team, internationally recognized subject matter experts, and a compelling untold story to create a documentary with significant cultural, educational, and global impact.



Partner With Us

Join Us in Bringing One of Christianity's Greatest Untold Stories to the World

Second Holy Land is more than a documentary. It is a global educational initiative dedicated to preserving one of Christianity's oldest and most enduring legacies for future generations.

We welcome conversations with:

Executive Producers
Foundations
Philanthropic Partners
Corporate Sponsors
Educational Institutions
Distribution Partners
Individual Donors

Partner with Us

Discovering Christianity's Second Holy Land. Sharing Its Story with the World

Vic Gerami

Writer • Producer • Director

Founder & Chair

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