Esther Figueroa, Ph.D., Jamaican independent filmmaker, writer, linguist, and educator, began her media-making career in Hawai‘i. In 1985 she and Heather Haunani Giugni founded Juniroa Productions and produced television series and specials, documentaries, educational videos, DVDs, multimedia, and web content mainly focused on perpetuating indigenous knowledges, strengthening Native Hawaiian language, culture and sovereignty struggles, empowering communities, producing local content, and countering the silences of mass media.

Since returning to Jamaica in 2006, Figueroa has dedicated herself to the natural environment, and the futile effort to curtail human degradation and destruction of nature. Her filmmaking journey began with oral histories and the preservation of the stories of individuals and communities, the documentation of cultural events and practices, and the places that are special to people. Now she documents as a witness, and to create an archive of places as entities onto themselves, as they are brutally transformed and annihilated by human actions based on impossible notions of progress and development, and the belief that humans have a right to everything in the world.