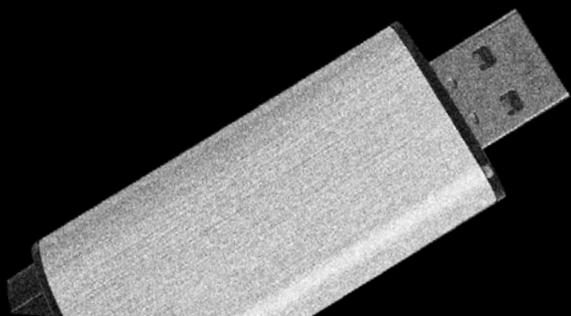




# The Power of Information Access in North Korea

SCREENING GUIDE



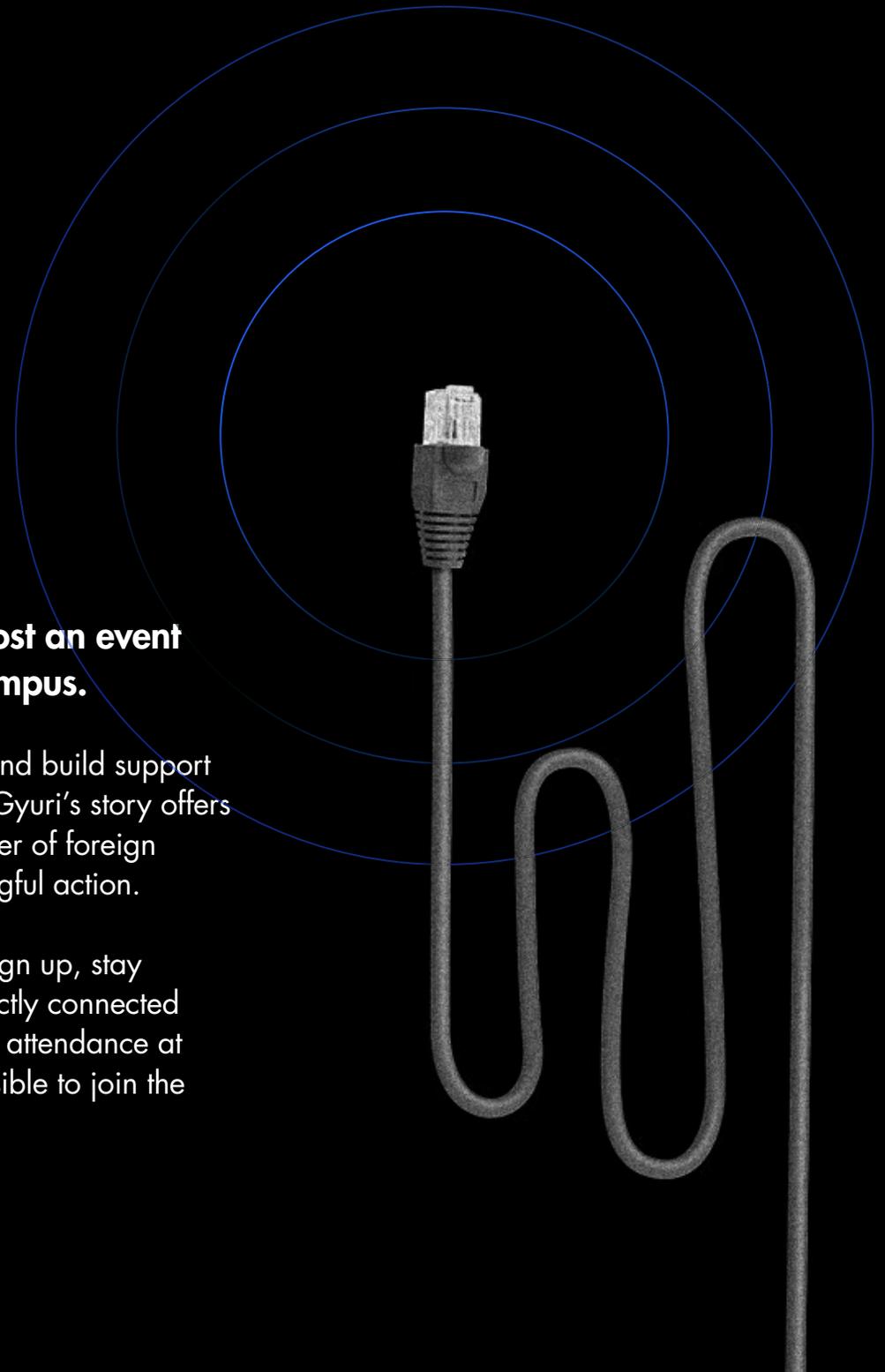
# Screening Guide

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**This guide is designed to help you confidently host an event where you will share Gyuri's story with your campus.**

The purpose of hosting a screening is to raise awareness and build support for the North Korean human rights issue on your campus. Gyuri's story offers a powerful way to educate your community about the power of foreign information in North Korea and invite them to take meaningful action.

A campus-specific QR code is included so attendees can sign up, stay informed about Liberty in North Korea's work, and be directly connected to your campus team. As a team, your goal is to maximize attendance at the screening and encourage as many participants as possible to join the movement for the North Korean people.



# About Gyuri

**Gyuri** bravely escaped North Korea with her mom and aunt on a fishing boat. Despite the risks, Gyuri knew that the dangerous journey would be worth it. Because while she was living in North Korea, Gyuri had regularly watched foreign media. South Korean dramas, music, and movies had not only been an escape from the harsh realities of everyday life in North Korea – they were a window into a life of freedom.



# Before the Event

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## 1. Watch these two videos of Gyuri and get to know her story!

▶ K-Dramas in North Korea

▶ Gyuri's Escape Story

## 2. Choose a time and place for the screening

Make sure the location you choose is able to play the videos on a big screen with sound.



## 3. Promote the event!

- Partner with your school's Asian American Cultural Center, Political Science Department, or any other organizations that might be interested in standing with the North Korean people. Not based on a campus? Reach out to your city's local Korean or Asian center, local churches, or even the library.
- Post about the event on social media and on Eventbrite using the pictures and flyers included in this screening guide. It's best to start early and to give lots of reminders!
- In-person invites are still really effective so table and flyer for the event all over your community. You can also ask your professors if you'd be able to make an announcement at the beginning of class or if they'd offer extra credit for students who attend.

# During the Event

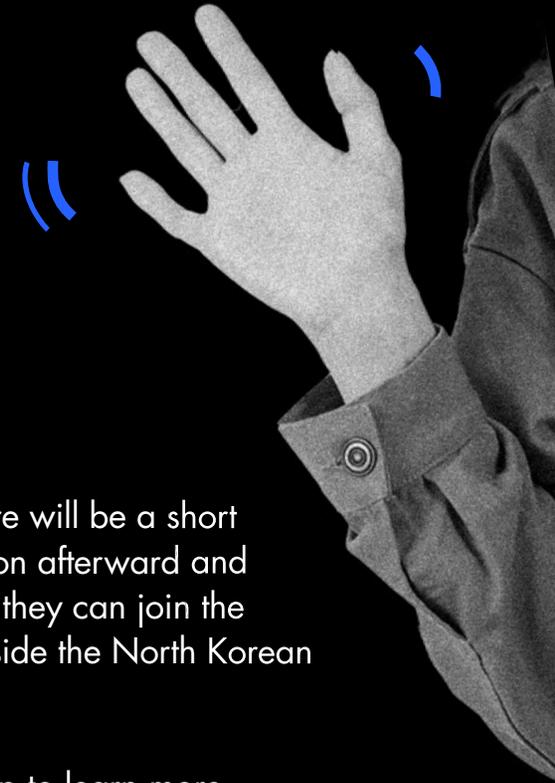
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## Here are some talking points for the beginning of the event:

- Have one person on the team open up the event and introduce themselves, the team, and Liberty in North Korea. We recommend sharing your [LiNK story!](#)
- Briefly introduce Gyuri:

“Since 2020, the North Korean government has used COVID lockdown measures as an excuse to increase its repression of the people, making it virtually impossible to escape. But there are still North Korean people who are risking their lives to make it to freedom. In 2023, Gyuri and her family boarded a small fishing boat and braved dangerous waters, maritime patrols, and the risk of being caught and punished to make it to safety and freedom in South Korea. Gyuri’s story not only highlights her courage and determination but also the powerful role that foreign information and media have had in her life. She gained access to K-pop, Korean dramas, and South Korean radio broadcasts, and had a glimpse into what life could be like. What it should be like.”

- Let the audience know there will be a short discussion and Q&A session afterward and that you’ll be sharing how they can join the movement standing alongside the North Korean people.
- Ask the audience to sign up to learn more using the QR code provided to your team. It’s best to have the QR code up on the screen and also printed out and posted throughout the room! Make it as easy as possible for everyone to sign up.



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## DISCUSSION



### Discussion questions for after watching the video

(feel free to break people up into smaller groups of 3-4 or stay together as a large group):



1. What is a piece of media that you recently watched that changed your mind about something? (For example, a news article you saw, a TikTok you watched, or a book you read)
2. What kind of role do entertainment and the media play in shaping people's thoughts and opinions? Can you think of an example?
3. What stands out to you about Gyuri's story?
4. Why do you think the North Korean government is trying to prevent the people from accessing outside information?
5. How does increased access to information benefit the North Korean people?



# End of the Event

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Here's a script to wrap up the event:

In the 1960s, as the Beatles rose to fame in places like the US and the UK, their music also quietly crossed the Iron Curtain and began to change how young people in the Soviet Union saw the world. Songs about love, joy, and individuality clashed with the state's narrative that Western culture was corrupt and empty. Despite government efforts to suppress it, the music sparked curiosity, exposed contradictions in official propaganda, and encouraged young people to question the system around them. The more the state tried to stop young people from listening to the Beatles, the more it revealed the weakness of its own ideology.

Today, young North Koreans are pushing back in similar, quiet but meaningful ways. Through South Korean dramas, K-pop, fashion, and even illegal cell phones, they are catching glimpses of life beyond their borders and imagining a different future for themselves. Small acts such as dying their hair, using South Korean slang, and listening to Kpop carry real risk. Yet they reflect a deeper shift: changing attitudes, weakening loyalty to the regime, and a growing desire for freedom. History shows that outside information has always had the power to change a society and it is a reminder that **you cannot deny people their freedom forever.**

That's why Liberty in North Korea is investing in increasing people's access to outside information and technology. We're exploring this opportunity with three key areas of impact:

1. Creating and curating content tailored to the interests of North Koreans
2. Developing technologies with built-in security to protect users
3. Devising strategies to increase the flow of information into North Korea

There's two ways to learn more and get involved. First, you can join the LiNK team on our campus to raise awareness and funds for the North Korean people. We meet (date, time) and we'd love to have you join.

Second, you can scan this QR code to stay connected to Liberty in North Korea's work. We hope every person in this room today will do exactly that and stand alongside the North Korean people!

*[Show QR code on screen]*

That wraps up our evening but thank you so much for coming out to this event!

**LIBERTY  
IN  
NORTH  
KOREA**

