

FLASH DRIVES FOR FREEDOM

AN ORGANIZER'S TOOLKIT



WELCOME!

Are you ready to help challenge the world's most isolated authoritarian regime?

Flash Drives for Freedom aims to do exactly that by providing activists and defector-led organizations with the tools they need to send outside information into North Korea. This toolkit will provide you with the resources you need to:

- Understand the vital role that outside information plays in bringing about change within North Korea
- Organize a Drive for Drives on your campus or in your community using the Digital Files (see separate file)
- Become part of the movement leading an information revolution in the struggle for a free North Korea



To find more information, and to take a quiz to test your knowledge of North Korea, visit flashdrivesforfreedom.org.

If you have any questions, email us at fdff@hrf.org.

WHAT IS FLASH DRIVES FOR FREEDOM?

Flash drives aren't an obsolete technology. They are vital conveyors of information for millions of people around the world—especially people living in North Korea.

In the world's most closed society, flash drives are valuable tools of education and discovery. In a society with no internet, independent media, or free speech, North Koreans rely on these little pieces of plastic

to receive information. Filled with films, books, and internet content, flash drives have become windows to the outside world.

Some North Koreans have escaped their country's oppressive regime and found freedom in South Korea — where they are also known as defectors. There, they have established civil society groups dedicated to sending information, culture, truth, and

knowledge back to their families, friends, and neighbors in North Korea.

The Human Rights Foundation, through its award-winning Flash Drives for Freedom program, is collecting memory devices (USB sticks, SD cards, and microSD cards) with a capacity of **16 GBs or more** to give to these North Korean defector-led organizations. Each year, these groups smuggle flash drives and SD cards into North Korea. They could send many more, but are limited by the fact that they have to purchase the drives on the Internet at retail cost. By gifting them drives, Flash Drives for Freedom allows these groups to focus on programs and future work

future work rather than spending time and money on purchasing equipment.

Since its launch in 2016, Flash Drives for Freedom has sent 130,000 USB drives and SD cards into North Korea. Based on estimates from our field work, it is estimated that each drive is viewed by an average of 10 people. As a result, we have impacted nearly a million North Koreans, who would otherwise have had no access to knowledge from the free world. In addition, the program has been awarded the [People's Voice Award for a Cause-Related Campaign at the 2020 Webby's](#) and the [Silver Pencil at the 2018 One Show](#).

THE REGIME AT A GLANCE



North Korea – officially, the “Democratic People’s Republic of Korea” – is the world’s most isolated and closed society. It has been closed to the greater international community for more than half a century. Its

governmental and economic operations are conducted in secret, travel in and out of the country is restricted, and the press is tightly controlled.

One family has governed North Korea for the entirety of the nation’s existence. Installed by Soviet leader Joseph Stalin in 1948, Kim Il-Sung remained in power until his death in 1994. During his nearly fifty year reign, a powerful cult of personality emerged around the man North Koreans referred to as the “Great Leader.” His son Kim Jong-Il and grandson Kim Jong-Un have maintained this cult of personality since his death.

According to findings by the 2014 United Nations Commission of Inquiry on Human Rights in the Democratic People's Republic of Korea, "there is an almost complete denial of the right to freedom of thought, conscience and religion, as well as of the rights to freedom of opinion, expression, information, and association."

Any critiques of the government are banned, and dissidents are sent to concentration camps, where they are subjected to brutal forced labor, torture, and starvation. Immigration and emigration are generally forbidden and citizens cannot access the Internet.

Despite all of this, over the past fifteen years, news and culture from the outside world have leaked into the country. Today, North Koreans receive outside knowledge through illegal radio broadcasts and the smuggling of flash drives loaded with TV shows and other media. Many North Korean defectors cite foreign media as a source of inspiration for their decision to defect the country. Learning that you could love someone other than the Dear Leader, seeing the humanity of Americans,

and discovering the true history of the Korean Peninsula made them question the regime and eventually made them escape. Technology is leading an information revolution in the struggle for a free North Korea.

POPULATION

25.8 Million

MAJOR LANGUAGE

Korean

MAJOR RELIGION

Altheist, non-religious

POVERTY LEVEL

50%

INCOME

70% from black markets

LIFE EXPECTANCY

66 years (men) 72 years (women)

Data sources:

United Nations Commission of Inquiry on Human Rights in the Democratic People's Republic of North Korea (2014), World Bank

WHAT CAN YOU DO TO HELP?

FOLLOW THESE STEPS TO ORGANIZE A DRIVE

- 1. Establish a time and location** for collection
- 2. Spread the word** on social media (See Sample Social Media Posts Below)

3. **Print out** flyers, posters and stickers using the [Promo Files](#).
4. **Speak** at your group's next meeting or arrange to give an in-class presentation. Use the opportunity both to raise awareness for this issue and to promote your collection drive!
5. **Send the drives** to the following address. We will wipe the flash drives clean and send them to North Korean defectors in South Korea.

Address

*Flash Drives For Freedom
c/o Human Rights Foundation
350 Fifth Ave, Suite 4202
New York, NY 10118
USA*

DONATE

Don't have flash drives but want to contribute? You can also donate money. All funds go to defector-led organizations. Donations can be submitted at <https://flashdrivesforfreedom.funraise.org/> or by contacting fdff@hrf.org. We accept credit card payments, checks, as well as [bitcoin](#) and other cryptocurrencies.

VISIT OUR STORE <https://store.hrf.org/>

SAMPLE SOCIAL MEDIA POSTS

North Korea is the most censored country in the world. Break the cycle by donating hard drives to help liberate North Koreans with information. Learn more at flashdrivesforfreedom.org.

How can you help the oppressed people of North Korea? Start by donating your used flash drives to free North Korea with information. Get involved today at flashdrivesforfreedom.org.

Imagine having no access to the internet or media. For North Koreans, it's a daily reality. Help break the Kim regime's monopoly on information by donating your old flash drives. Get involved at flashdrivesforfreedom.org.

Donate your old hard drives and flash drives to help liberate North Korea with information. Make your gift today at flashdrivesforfreedom.org.

FOUNDING ORGANIZATION

HUMAN RIGHTS FOUNDATION



HRF is a nonpartisan, nonprofit organization that promotes and protects human rights globally, with a focus on closed societies. HRF unites people in the common cause of defending human rights and promoting liberal democracy. Our mission is to ensure that freedom is both preserved and promoted around the world.

FAQs

ARE DONATIONS TAX-DEDUCTIBLE?

If you would like a tax receipt for your donation of flash drives, please include your contact information (including email) and a description and estimated value of the donated goods.

DO YOU ACCEPT OTHER MEMORY DEVICES?

At the moment, we only accept USB sticks, SD cards, and microSD cards of **16 GBs or more**. Secure digital (SD) cards, Micro SD cards, external hard drives can also be donated and are increasingly preferred by North Korean citizens.

WHAT CONTENT GOES IN THE DRIVES?

Our North Korean partners determine what goes on the drives. Content ranges from South Korean soap operas, to Hollywood films, to Korean-language versions of Wikipedia, to interviews with North Korean defectors. To get an idea of what goes onto the drives, see the list below.

BOOKS

- Korean language version of Wikipedia
- Universal Declaration of Human Rights
- Reports on Economic trends in South Korea

EVERYDAY FOOTAGE

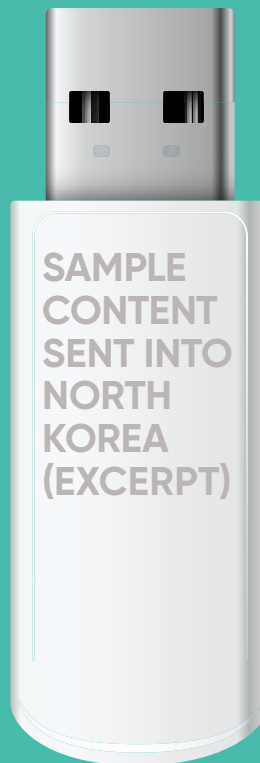
- Filmed by North Korean defectors in public libraries, using public transport, etc.

ENGLISH LANGUAGE SHOWS

- Desperate Housewives
- Friends

ENGLISH-LANGUAGE MOVIES

- Top Gun: Maverick
- Good Will Hunting
- Lucy
- Skyfall
- Spider Man
- Son of God
- Wall-E
- 22 Jump Street
- The Great Dictator
- The Hunger Games
- The Interview
- The Lives of Others
- Snowpiercer



DOCUMENTARIES

- On the Korean War, 2016 Protests in South Korea, 2016 Protests in the U.S.
- Shows on world travel, entrepreneurship.
- Interviews with North Korean defectors and activists
- TED talks

MUSIC

- Pop
- K-Pop

KOREAN-LANGUAGE SHOWS

- A Taxi Driver
- Dr. Romantic
- Descendants of the Sun
- Guardian: The Lonely and Great God
- Crash Landing on You:

KOREAN-LANGUAGE MOVIES

- A Violent Prosecutor
- Reply 1988
- Ode to My Father

READY, SET, GO!

Start planning your Drive for Drives today! If you have questions, please get in touch – we're here to help.

ADDITIONAL RESOURCES

OSLO FREEDOM FORUM SPEAKER TALKS



Thae Yong-ho
Inside the Kim Regime



Hyeonsoo Lee
A North Korean
Rescue Story



Jung Gwang-il
Freeing North Korea
with Flash Drives



Grace Jo
My Journey from North
Korea to America



Park Sang Hak
North Korea's
Freedom Fighters



Kang Chol-hwan
Ten Years in North
Korea's Gulags



Ji Seong-ho
My Impossible Escape
from North Korea



Yeonmi Park
Breaking the Myth of
North Korea

OSLO
FREEDOM
FORUM

RECOMMENDED READINGS

- [3층 서기실의 암호 \[Cryptography From the Third-Floor Secretariat\]](#) (Korean) | [三樓書記室的暗號: 最貼近平壤權力中心, 前北韓駐英公使太永浩的證詞](#) (Chinese) by Thae Yong-ho (2019)
- [나의 목발이 희망이 될 수 있다면 \[If My Crutches Could Bring Hope\]](#) (Korean) by Ji Seong-ho (2019)
- [North Korea's Hidden Revolution: How the Information Underground Is Transforming a Closed Society](#) by Jieun Baek (2016)
- [In Order to Live: A North Korean Girl's Journey to Freedom](#) by Yeonmi Park (2016)
- [The Girl with Seven Names: A North Korean Defector's Story](#) by Hyeonseo Lee (2015)
- [The Aquariums of Pyongyang: Ten Years in the North Korean Gulag](#) by Kang Chol-hwan (2005)

HRF ON NORTH KOREA IN THE MEDIA

English

- TIME: [I Endured North Korea's 'Emotional Dictatorship' for 13 Years Before Escaping. Here's the Best Way to End It](#) by Yeonmi Park (12 Sept 2018)
- The Washington Post: [With food and facts carried in bottles, activists try to penetrate isolated North Korea](#) (25 Apr 2018)
- Wall Street Journal: [Focus on the Suffering of North Koreans](#) by Yeonmi Park and Thor Halvorssen (9 May 2017)
- The Washington Post: [Why the rise of authoritarianism is a global catastrophe](#) by Garry Kasparov and Thor Halvorssen (13 Feb 2017)
- CNN: [Drones drop films, information into N. Korea, activists say](#) (26 May 2016, CNN)
- The Economist: [A secret information war with North Korea](#) (27 Jun 2015)
- VICE News: [Propaganda Over Pyongyang](#) (17 Mar 2015)

- WIRED: [The Plot to Free North Korea With Smuggled Episodes of 'Friends'](#) (1 Mar 2015)
- ABC News: [HRF's Thor Halvorsen discusses North Korea](#) (14 Dec 2014)

- The Verge: [How Silicon Valley wants to hack North Korea](#) (4 Aug 2014)
- CNN: [HRF's Hack North Korea event featured in Fareed Zakaria GPS](#) (14 Sept 2014)

Español/Spanish

- El País: [Las USB, armas que buscan derribar al régimen norcoreano](#) (10 Jun 2018)
- El Confidencial: [El arma de información masiva contra Corea del Norte: memorias USB](#) (8 Jun 2018)
- El Confidencial: [Memorias USB, armas de información masiva para derribar al régimen norcoreano](#) (8 Jun 2018)

Français/French

- Le Monde: [Des clés USB pour la Corée du Nord](#) (15 Mar 2016)
- Huffington Post France: [Votre clé USB pourrait libérer la Corée du Nord](#) (10 Feb 2016)
- Le Point: [Corée du Sud: des militants lancent des tracts et clés USB par-dessus la frontière](#) (15 Jan 2014)

Deutsch/German

- Die Zeit: [Es regnet Unterhaltung](#) (29 Jan 2020)
- MSN: [«Kim muss weg» – und dieser Mann weiss, wie es klappen könnte](#) (15 Sept 2018)

Português/Portuguese

- BBC Brasil: [Disputa de mastros e alto-falantes com K-pop: as pequenas picuinhas do conflito entre as Coreias](#) (26 Apr 2018)

RELATED ORGANIZATIONS



[North Korea Strategy Center \(NKSC\)](#)



[No Chain](#)



[Now Action & Unity for Human Rights \(NAUH\)](#)



[Fighters for a Free North Korea \(FFNK\)](#)