

# 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 defector-led organizations with the tools they need to send outside information into North Korea. This toolkit will provide you with the resources 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.
- Become part of the movement that is leading an information revolution in North Korea.

To find more information, visit [flashdrivesforfreedom.org](http://flashdrivesforfreedom.org). You'll also find a quiz that allows you to test your knowledge of North Korea.

If you have any questions, email us at [fdff@hrf.org](mailto:fdff@hrf.org).

## WHAT IS FLASH DRIVES FOR FREEDOM?

Here's the thing: 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 a society without internet or independent media, and where the government maintains absolute control over information, these little pieces of plastic filled with films, books, and other content are windows into the outside world.

Some North Koreans have escaped their country's dictatorship and found freedom in South Korea—these refugees are also known as defectors. There they have established civil society groups dedicated to sending information back to others.

Human Rights Foundation, in partnership with Forum280 and USB Memory Direct, is collecting flash drives for defector-led organizations. Each year, these groups collectively smuggle approximately 10,000 flash drives into the North. They could send many more but are limited by the expense of purchasing drives at retail cost. By providing organizers with drives, Flash Drives for Freedom allows these groups to focus their energy and resources on expanding their programs.

# THE REGIME AT A GLANCE

North Korea, also known as the Democratic People’s Republic of Korea (DPRK), is the world’s most isolated society. It has been closed to the greater international community for more than half a century. Travel in and out of the country is restricted, media is tightly controlled, and its government and economy are operated in secret.

One family has governed North Korea for the entirety of the nation’s existence. Installed by Soviet leader Joseph Stalin in 1948, the family’s oldest patriarch Kim Il-Sung ruled the country until his death in 1994. During his 50-year reign, a powerful cult of personality emerged around the man North Koreans refer to as the “Great Leader.” His son, Kim Jong-Il, and grandson, Kim Jong-Un, have ruled with the same charismatic authority, and created their own god-like personas.

According to findings by the 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 opinion critical of the government is banned, and citizens cannot access the internet. Immigration and emigration are typically forbidden, and dissidents are often sent to concentration camps for speaking out.

Despite all of this, news and culture from the outside world have leaked into the country over the past fifteen years. Today, North Koreans receive outside information through illegal radio broadcasts and smuggled flash drives loaded with TV shows and other media. Technology is leading an information revolution for a free North Korea.

## POPULATION

24.5 million

## INTERNET USERS

<0.1 per 100 people

## POVERTY LEVEL

50% lives at or below

## INFANT MORTALITY

26.2 per 1,000 live births

## INCOME

70% from black markets

## LIFE EXPECTANCY

66 years (men)

72 years (women)

# WHAT CAN YOU DO?

## FOLLOW THESE STEPS TO ORGANIZE A DRIVE FOR DRIVES:

- Establish a time and location for collection.
- Email [fdff@hrf.org](mailto:fdff@hrf.org) and we'll send you electronic files so that you can print your own posters and fliers.
- Create an event on social media to spread the word.
  - Use the hashtag #FlashDrivesForFreedom in all of your posts
  - Follow @HRF on Twitter and Instagram, and “Human Rights Foundation” on Facebook. Tag us in your posts and tweets!
  - When creating posts, keep in mind the following:
    - ACTION (activities, color, vibrance, people, moments)
    - CONTEXT (location, location, location)
    - RESPECT (for everyone involved/featured)
- Speak at your group's next meeting or give an in-class presentation. Use the opportunity to both raise awareness of the issue and to promote your collection drive! Emphasize the following points:
  - As much as this is a story about North Korea, more importantly this is a story about how the average person can make a difference in a unique way.
  - By donating used or unwanted flash drives, you help North Koreans glimpse the outside world, one that has been hidden from them by their government for generations.
- Once you collect drives, mail them to the address below. We will wipe the drives clean and send them to North Korean defectors in South Korea.

Flash Drives for Freedom  
C/O AppBackr Inc.  
2251 Yale Street  
Palo Alto, CA 94306

## 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 [hrf.org/donate](http://hrf.org/donate).

# SAMPLE SOCIAL MEDIA POSTS

## ON FLASH DRIVES FOR FREEDOM:

Flashdrives aren't obsolete technology. Find out how they're used to break the North Korean govt's information monopoly [goo.gl/o1YTz8](http://goo.gl/o1YTz8)

In a society without internet or independent media, North Koreans use flash drives to get a glimpse of the outside world [goo.gl/o1YTz8](http://goo.gl/o1YTz8)

Imagine not having access to the internet. For North Koreans, it's a daily reality. Find out how you can help [goo.gl/o1YTz8](http://goo.gl/o1YTz8)

You can help break the NK govt's information monopoly by donating your old flash drives. Learn more here [goo.gl/o1YTz8](http://goo.gl/o1YTz8)

## ON HRF'S NK WORK:

#FlashDrivesForFreedom is just one of @HRF's initiatives to help break the North Korean govt's information monopoly [goo.gl/o1YTz8](http://goo.gl/o1YTz8)

Hackathons, weather balloons, & flashdrives. See how @HRF helps North Korean Defector groups disrupt their govt's information monopoly [goo.gl/o1YTz8](http://goo.gl/o1YTz8)

#FlashDrivesForFreedom has sent over 100,000 drives into N. Korea. See how else @HRF is advocating for a Free NK [goo.gl/o1YTz8](http://goo.gl/o1YTz8)

North Korea is the world's most isolated and repressive regime. See how you can help @HRF disrupt NK [goo.gl/o1YTz8](http://goo.gl/o1YTz8)

# 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) as well as a description and estimated value of the donated goods.

## DO YOU ACCEPT SD CARDS?

Yes. Secure digital (SD) cards can be donated.

## WHAT CONTENT GOES ON THE DRIVES?

Our North Korean defector partners determine what goes on the drives. Content ranges from South Korean soap operas and Hollywood films, to Korean-language versions of Wikipedia and interviews with North Korean defectors.

## WHY SHOULD I CARE?

Imagine never knowing if you will have enough food to eat. Imagine not being able to trust your own family members. Imagine having your every move and thought monitored and censored by the government. Imagine not having access to the internet, TV shows, or movies. Imagine never being allowed to leave your own country. Now, imagine being too scared to speak up about it. Often we take democracy for granted, but there are millions of people around the world who live in constant fear of their governments and do not have access to even the most basic necessities. It is important for those of us living in free societies to provide resources to those who have been silenced.

## HOW DOES THIS MAKE AN IMPACT?

Your passion and community organizing skills can help raise awareness, resulting in the donation of flash drives on your campus, in your local community, or within your digital network. These drives will carry content that is new and different from everything most North Koreans know. This authoritarian regime is most threatened by external information getting into the hands of its citizens.

# 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

## TALKS FROM OSLO FREEDOM SPEAKERS:

- [Thae Yong-ho](#)
- [Hyeonseo Lee](#)
- [Jung Gwang-il](#)
- [Grace Jo](#)
- [Park Sang Hak](#)
- [Kang Chol-hwan](#)
- [Yeonmi Park](#)
- [Ji Seong-ho](#)

## MEDIA ON HRF'S NORTH KOREA WORK:

- The Washington Post: [The rise of authoritarianism is a global catastrophe](#)
- ABC News: [A Discussion on North Korea](#)
- VICE News: [Propaganda Over Pyongyang](#)
- The Wall Street Journal: [Focus on the Suffering of North Koreans](#)
- Wired: [The Plot to Free NK With Smuggled Episodes of 'Friends'](#)
- CNN: [Drones drop films, information into N. Korea, activists say](#)
- The Verge: [How Silicon Valley wants to hack North Korea](#)
- CNN: [HRF's Hack North Korea event featured in Fareed Zakaria GPS](#)
- The Economist: [A secret information war with North Korea](#)
- Embassy Meeting Of Minds: [How To Free North Korea](#)

## RECOMMENDED READING:

- [North Korea's Hidden Revolution: How the Information Underground Is Transforming a Closed Society](#) by Jieun Baek
- [In Order to Live: A North Korean Girl's Journey to Freedom](#) by Yeonmi Park
- [The Girl with Seven Names: A North Korean Defector's Story](#) by Hyeonseo Lee
- [The Aquariums of Pyongyang: Ten Years in the North Korean Gulag](#) by Kang Chol-hwan

## RELATED ORGANIZATIONS:

- [Now Action & Unity for Human Rights \(NAUH\)](#)
- [North Korea Strategy Center \(NKSC\)](#)
- [No Chain](#)
- [Fighters for a Free North Korea \(FFNK\)](#)

# FOUNDING ORGANIZATIONS AND SPONSORS

## 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.

## FORUM280

A Bay Area civic engagement group, Forum280 brings together entrepreneurs and leaders in advancing technology, science, humanitarianism, and the arts to discuss pressing issues and brainstorm actions to incite change.

## USB MEMORY DIRECT

USB Memory Direct provides printed custom USB drives, data services, and custom drive manufacturing for promotional marketing. USB Memory Direct donated 10,000 drives to the Flash Drives for Freedom project.