



자랑의 시대

# THE JANGMADANG GENERATION

Screening Guide

# Screening Guide

---

Hosting a special screening of ***The Jangmadang Generation*** is an awesome way to educate your community about a little-known aspect of North Korea and to invite them to join you in making a positive impact in this movement. We've created this guide to help you host a successful event. It outlines steps you can take before, during, and after your event.

If you have any questions leading up to your event, feel free to contact us at [rescueteams@libertyinnorthkorea.org](mailto:rescueteams@libertyinnorthkorea.org).



# Before The Event

## PLAN

1. **Decide when and where** you will host the screening.
2. **Make sure** you have the necessary equipment and people to help make the **viewing experience high quality and distraction free**. Work with an A/V club or someone who has put on screenings before.

## PROMOTE

1. **Get as many people as you can out to the event** by collaborating with other groups, posting flyers, creating a Facebook event or e-mail invitation, sharing it on social media platforms, tabling, and providing free food.
2. **Download and share** the posters, flyers, social media images we've e-mailed you to spread the word about your event.
3. **Share** the trailer.







## At The Event

### — INTRODUCE

1. **Thank the audience** for being there.
2. **Share** your LiNK story!
3. **Briefly introduce the film:** *The Jangmadang Generation* is a film by Liberty in North Korea. North Korea's Millennial Generation is shaking things up in the hermit kingdom. They grew up relying on themselves, not the regime, and they have a completely different mindset from the previous generation. This documentary features hidden camera footage from inside North Korea, coupled with firsthand experiences told by eight North Korean defectors.
4. **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.



## FOLLOWING THE FILM

1. **Thousands of North Korean refugees** have escaped their country, but are now at risk of exploitation and repatriation because they cannot afford the 3,000-mile journey to a safe country. Liberty in North Korea rescues refugees without cost or condition, and ensures their safety and dignity on their journey to freedom. There are several ways that audience members can join the movement standing alongside the North Korean people, but here are the greatest areas of need right now.
2. **Donate to Refugee Rescues.** Pass around a donation bucket and set up a laptop showing your team or individual rescue campaign page so audience members can make a donation online:  
<https://fundraise.libertyinnorthkorea.org/teams>
3. **Join or start a Rescue Team.** Rescue Teams are student or community groups that fundraise for Refugee Rescues and change the narrative on North Korea to focus on the people. If you're part of a Rescue Team, pass around a sign-up sheet and invite them to your next meeting or event. If not, direct them to fill out an interest form on our website and a representative from LiNK HQ will get in touch:  
<http://www.libertyinnorthkorea.org/rescue-teams/start-a-team/>



---

## DISCUSSION

1. **Ask** if anyone would like to share what they learned from the film.
2. **Answer** the audience's questions about North Korea, LiNK's work, and the opportunities to get involved. If you're unsure of an answer, feel free to take down their information and follow up with LiNK HQ so we can help answer their question.
3. **During this time, remember to pass around a donation bucket** so that people can give donations of any amount. Even spare change adds up to make a difference and **100% will go toward Refugee Rescues.**
4. **Pass around a sign up sheet** for people to receive email updates about our work.
5. **Thank everyone** for coming and encourage them to talk with you one-on-one if they have any more questions about getting involved.



# After The Event

1. **Send out a message to the audience members** to thank them again for attending and include links to information about ways they can get involved. It's even better if you can take the time to personalize these messages!
2. **Donate** online or mail us a check with the money you raised!
3. **Email us at [rescueteams@libertyinnorthkorea.org](mailto:rescueteams@libertyinnorthkorea.org)** to let us know how your event went. Include a photo or scanned copy of the sign up sheet. We'd love to hear about it, see pictures, and get any feedback you have.



**LIBERTY  
IN  
NORTH  
KOREA**