

# COMMUNICATION GUIDE

# Introduction

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Rescue Teams are student and community groups located around the world who believe in Liberty in North Korea's vision and mission. Since LiNK HQ can't be everywhere at all times, Rescue Teams represent LiNK in their local communities, bringing the stories of the North Korean people to an even larger audience. As Rescue Team members, your primary goals are twofold: 1) to change the narrative on North Korea by focusing on the people and 2) to raise the critical funds necessary for rescues.

**You are the core of LiNK's grassroots movement, therefore it is essential that you speak and represent the movement with accurate, strategic, and action-driven language.**

Read and re-read this document, use it as the basis for any and all of your LiNK presentations, and continue the learning process by staying on top of new LiNK publications.



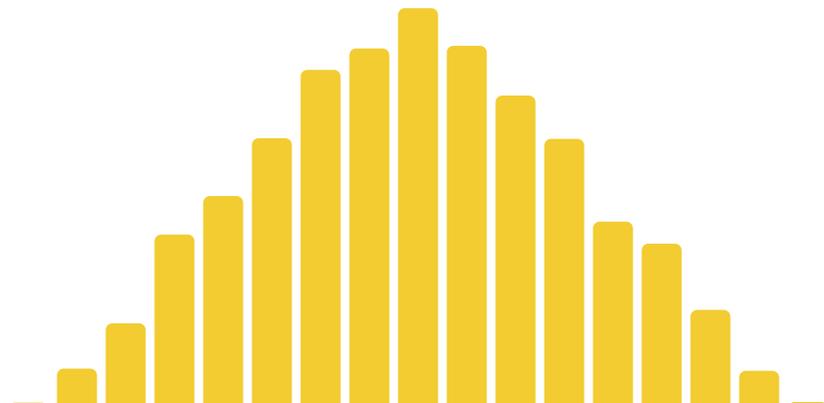
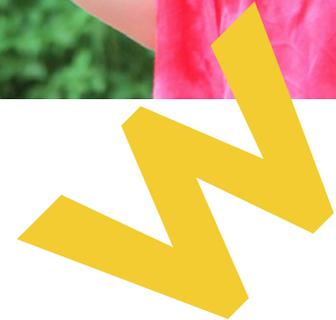
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**Vision** Liberty in North Korea

**Mission** Working with the people to accelerate change

### Core Beliefs

- 1 North Korea represents one of the biggest challenges facing humanity today.
- 2 The North Korean people are the best solution to this challenge.
- 3 People, inside and outside North Korea, have the opportunity to work together to bring forward change.
- 4 The North Korean people will achieve their liberty in our lifetime.





## So what does LiNK do exactly?

Liberty in North Korea is a global movement of people that believe in and work with the North Korean people to accelerate change in North Korea. Despite the tremendous challenges of forced isolation, relentless indoctrination, brutal repression, and the resulting enforced poverty and humanitarian challenges, the North Korean people are making significant progress towards their own freedom.

LiNK exists to support the North Korean people and these efforts are focused in **two main areas**: Working directly with North Korean refugees, and changing the way the world sees North Korea.

# Working directly with North Korean refugees

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As a movement, we believe it is crucial to work with the North Korean people to accelerate progress on this issue.

## 1 Refugee Rescues

North Koreans who have escaped into China face both the threats of exploitation while in China, such as being trafficked or sold into marriages, and forced repatriation if caught by Chinese authorities. LiNK helps North Korean refugees travel through 3,000 miles of secret rescue routes, helping them safely resettle in South Korea and the U.S. without cost or condition.



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## 2 Post-Resettlement Programs

The South Korean government and other programs provide for many North Korean's immediate needs such as housing, job training, and stipends, when they resettle. But there is still a need for a holistic program that empowers North Korean refugees. Our resettlement program equips North Koreans to achieve success by developing their self-efficacy. Self-efficacy is defined as a person's belief that they can be successful when carrying out a particular task. As North Koreans develop this through LiNK's post-resettlement program, they are able to overcome both the initial challenges of resettlement and their traumatic pasts, ultimately empowering them to be more resilient and successful in the years to come!



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# Changing The Narrative

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In the global mainstream media North Korea has been defined narrowly as “crazy Kim and nukes.” As a movement, we are changing and broadening people’s perception of this issue in order to mobilize the level of support that the North Korean people deserve. LiNK works directly with North Korean defectors to amplify and empower their voices and stories in order to mobilize international support for the North Korean people by:

- 1 Creating media & documentaries**
- 2 Engaging with international journalists and policymakers**
- 3 Direct grassroots engagement with Rescue Teams and individual Fundraisers, people like you!**



# LiNK's Three Key Messages

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## 1 Urgency

North Korea represents one of the most serious challenges facing humanity today.

## 2 North Korean people's potential

The North Korean people have incredible resilience and potential; they are already driving change from both inside and outside North Korea, and they are the best solution to this challenge.

## 3 Action

There are ways to work with the people to accelerate these changes and the opening of North Korea, and see the North Korean people achieve their liberty in our lifetime.

# Urgency

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North Korea is the most closed and repressive country in the world: 25 million fellow humans have been isolated from the rest of humanity by their government, and every day people are being tortured, trafficked, repressed, exploited, kept in an enforced poverty, and are ultimately denied their human potential. To demonstrate the seriousness of this issue, you can convey specific examples or individual stories to help your audience understand that this is a serious humanitarian issue which needs their attention.

*You can use our Humans of North Korea series on social media to help you do this!*

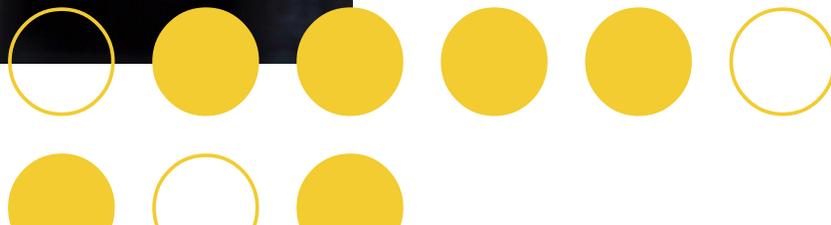
# North Korean people's potential and people-driven change

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The North Korean people are driving irreversible change inside the world's most authoritarian country. The North Korean regime isolates the North Korean people from the outside world and attempts to control every aspect of their lives but that hasn't stopped the people from shaking up the status quo and challenging the regime's control. Some examples of a changing North Korea is the rise of the Jangmadang Generation, an increased outflow of people, the smuggling and sharing of foreign media, and an explosion of corruption. You can use refugee insights and LiNK resources to illustrate these bottom-up changes.

Our documentary, *[The Jangmadang Generation](#)*, does a great job of explaining this in a way that is easy for audiences to understand.



# Opportunity to support the people and accelerate change

If we focus on the people, the changes they are driving and their potential to drive further change, we see that even as individuals living in countries far outside of North Korea, this is a hopeful issue and that there are simple, practical steps that can be taken to accelerate bottom-up change in North Korea.

As you describe LiNK's work, invite your local community to see North Korean defectors as agents of change and highlight the opportunity your audience has to accelerate that change. Make sure to have your team fundraising page created so once people are inspired, they have a tangible way to support your efforts.

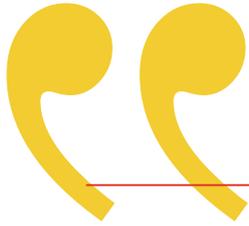


# Keywords

Key words and phrases to use when talking about the issue and LiNK's response to it:

*north korean people*

solidarity empowerment vision creativity  
dynamism grassroots  
**CHANGE** opportunity pro-active **BOTTOM-UP**  
assist positive **HOPE** potential **POSSIBLE**  
challenge movement activist mobilize  
collective **drive** ACCELERATE progress engage  
listen we-us-our-with initiative commitment together community  
learn perception **STRENGTH** support insight success



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Conversely, the opposites of these words and concepts should be avoided. In particular, avoid words such as victim, suffering, and other disempowering language. We also do our best to avoid us/them language.

**We intentionally put a lot of focus on the North Korean people**, their potential as drivers of change, and our opportunity to mobilize alongside them to help empower them to accelerate bottom-up change in North Korea.

**We strategically avoid focusing on the North Korean regime** because it distracts from focusing on our belief in and respect for the North Korean people. The North Korean regime gets enough attention as it is, and our approach is to increasingly define North Korea by its people, rather than allowing the regime leadership to dominate the narrative on North Korea.

***“Promote what you love, rather than bashing what you hate.”***





**LIBERTY  
IN  
NORTH  
KOREA**