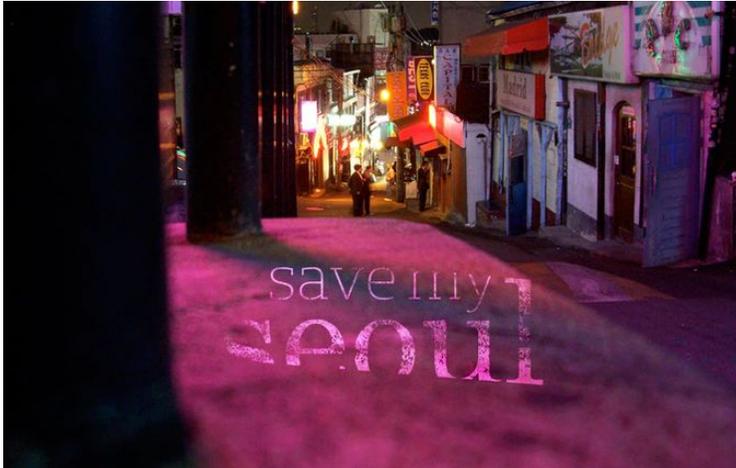


SAVE MY SEOUL DOCUMENTARY SCREENING AND PANEL DISCUSSION TOOLKIT

In January 2018, Polaris launched a [campaign against human trafficking in illicit massage businesses](#) across the United States. Our goal is to create a groundswell of interest, shift the public narrative, push the passing of strong and effective ordinances, and encourage collaboration between all stakeholders to help end massage parlor trafficking.



One way in which we are shifting the narrative and mobilizing the general public is by holding public documentary screenings.

In 2018, Polaris organized screenings of the documentary [Save My Seoul](#) and panel discussions with local experts in 11 cities, with a very enthusiastic response.

We would like to invite your organization to host its own screening of *Save My Seoul* in your city.

Save My Seoul, an award-winning 2017 documentary, follows two Korean-American brothers as they discover rampant prostitution and sex trafficking in Seoul, South Korea. With the use of hidden cameras and access to pimps, johns, and sex-workers, Eddie and Jason explore and unravel the complexity of the sex trade in Seoul. They learn that this problem is rooted in issues far deeper than lost girls and lustful men. Instead, it's a consequence of the broken Korean culture that turns a blind eye to and condones one of the biggest human injustices of our generation.

Watch trailer [here](#).

Full film available on [Amazon Prime](#).

This toolkit is meant to serve as a guide to host your own screening and panel discussion around human trafficking in your local community. It includes:

1. Screening Logistics
2. Panel Format
3. Promotion Tips
4. Background Campaign Documents

Screening Logistics

1. Select a date, time, and location to host the screening.
 - We recommend holding the screening on a weekday at 7 pm so that it is convenient for those coming from work to attend. You can ask attendees to arrive at 6:30 pm to allow time for check in.
 - Location can be anywhere with a large enough screen to show the film: your office space, local churches or schools, community theaters, etc.
2. Select 3-4 panelists to participate in a 50-minute discussion immediately following the documentary.
 - Panelists should be local experts in human trafficking. Ideally, they should be familiar with illicit massage businesses and understand the ways in which they serve as human trafficking venues.
 - Panelists can include local law enforcement, service providers, code enforcement, public servants, advocates and activists.
3. Select a Master of Ceremonies (MC) and a Panel Moderator.
 - The MC should give a 3-5 minute intro before starting the documentary; 2-3 minutes of transition remarks after the documentary ends to introduce the panel moderator; and 2-3 minutes of final remarks at the end of the panel.
 - Panel Moderator will introduce the panel members and ask the panelists questions.
4. Invite members of your local community – See “Promotion Tips” section below.
5. Prepare informative resources/materials (either print out or email to guests)
 - Polaris Resources listed in “Background Documents” section below: Executive Summary, Fact Sheet, Palm Cards (printable as 4.25" x 5.5" Postcards).
6. Depending on the venue, prepare snacks to offer attendees or encourage them to bring their own.



Panel Format

The moderator will briefly introduce each panelist’s work in the human trafficking field. The moderator will then lead a discussion using prepared questions that the panelists have had a chance to review prior to the event. The discussion section will last for 30-35 minutes, followed by a 15-20 minute round of Q+A from the audience.

A good way to reach a wider audience through the event is to use live social platforms.

- **Live Tweeting** – Have someone from your team live tweet the panel discussion. Announce at the beginning of the event (and on your organization’s twitter account) that you’ll be using the hashtag #massageparlortrafficking and encourage event attendees to do the same.
 - Share photos and insightful quotes from panelists.
 - Have the twitter handles of the panelists ready ahead of time to tag them in tweets where you’re quoting them.
 - We’ve included sample tweets in “Promotion Tips” section below.

Here is an excerpt from our live tweets during a panel discussion in Miami:



- **Facebook Live** – Prepare a phone or computer to share a live video of the panel discussion on Facebook.
 - Get permission from panelists ahead of time to feature them on live video. Some panelists might have reservations related to the nature of their job.
 - Announce a few days before the event, and the day of, that you will be airing the panel discussion live on Facebook for those who can't make the event in person (sample posts in "Promotion Tips" section).
 - Find a tripod and set it up close to where the panelists will be speaking.
 - If in a larger theater or room, use microphones for the speakers, and connect the audio feed directly into the phone doing the live video with an aux cord.

Sample questions for moderator to ask panelists

Service Providers	<ul style="list-style-type: none"> - You have worked extensively with immigrants who are victims of abuse, violence, and trafficking. From your experience, what are the factors that may make people more vulnerable to being trafficked when migrating or already arrived in a new country? - What are some of the legislative changes that need to be passed and implemented to support women of diverse backgrounds who are vulnerable to human trafficking?
Law Enforcement	<ul style="list-style-type: none"> - When taking an organized crime approach, are there difficulties at the local level managing cases that cross jurisdictions? - Can you tell us some of the most successful practices that your team has adopted in closing illicit massage businesses while protecting the victims?
Public Officials/Other	<ul style="list-style-type: none"> - How have you seen women involved in massage parlor trafficking react to the courts? - After watching the documentary, what role do you think victims' perceptions of law enforcement from their own country affect the work you do?

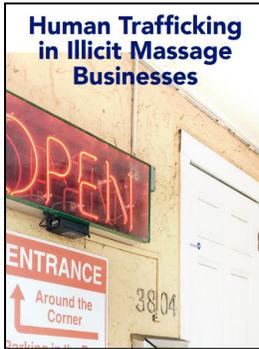
Promotion Tips

1. Create a Facebook event and invite all your followers (See sample FB event [here](#))
 - Make it public so others can share and invite additional people.
 - If you chose to partner with another local organization, ask them to "co-sponsor" the Facebook event so you can reach a wider audience on FB.
 - Share it on your Facebook wall and/or Twitter feed twice a week, for 2-3 weeks leading up to your event.
2. Send a mass email invitation to your subscriber lists and other local organizations.

3. Print flyers to distribute at local events, schools or public spots to invite other members of your community.
4. Send your event details to events@polarisproject.org so we can post it on our events page online and share with our followers.

[This folder](#) contains a cover photo to use on your facebook event as well as other infographics you can share with your promotional posts. Sample posts are bellow:

Facebook Posts	Twitter Posts
<p>Want to learn about human trafficking in [insert city]? Join us next week for a documentary screening & panel discussion about the realities of #MassageParlorTrafficking and learn what you can do to end it! [insert link to FB event]</p>	<p>Do you live in [insert city]? Come to our screening of @savemyseoul at [insert location] next week! The screening will be followed by an expert panel on the realities of #MassageParlorTrafficking. RSVP here: [insert link to FB event]</p>
<p>Is your local massage parlor a front for Human Trafficking? Check out these indicators and join us next Tuesday at 7 pm to learn more about #MassageParlorTrafficking We will be screening the award-winning documentary Save My Seoul, followed by a panel discussion with local experts. RSVP here: [insert link to FB event]</p> 	<p>What makes #MassageParlorTrafficking distinct from other types of trafficking? For starters, the methods of control used by traffickers to entrap their victims. Join us next week to learn more: [insert link to FB event]</p> 
<p>Join us tomorrow night for a screening of an award-winning documentary followed by a panel discussion of local experts from the human trafficking field. Make sure to RSVP at: [insert link to FB event] Don't miss this event about #massageparlortrafficking in our city</p>	<p>We're holding a screening of the documentary @savemyseoul tonight! Our panel discussion starts at 8 pm ET. Follow our live tweets here, or tune in to our Facebook livestream [insert link to your org's FB profile] to see what our panelists are saying about #massageparlortrafficking</p>
<p>We're holding a screening of the powerful documentary Save My Seoul in [insert city] tonight at 7 pm ET, followed by an expert panel discussion on massage parlor trafficking that will start around 8 pm ET. We'll be livestreaming the panel discussion here. We'll also be on Twitter ([insert twitter handle]) at around 8 pm ET, live tweeting the panel discussion on the hashtag #massageparlortrafficking.</p>	<p>Panel discussion is about to start! We're livestreaming on Facebook starting now - head over to our page to listen in: #massageparlortrafficking</p> 



[Full Report Executive Summary](#)

Massage Parlor Trafficking Quick Facts	
<p>9,000+ Number of illicit massage businesses (IMBs) currently open for business across every state in America</p>	<p>35-55 Typical age range of women providing services at illicit massage parlors. Most of them are mothers who recently arrived from China or South Korea and have limited English language skills</p>
<p>100% Percentage of cases studied in which survivors report some form of labor trafficking or exploitation present in their situation</p>	<p>\$ 2.5 billion annual Estimated total annual revenue of illicit massage businesses in the United States</p>
<p>Rank of illicit massage parlors among the 25 types of human trafficking in the United States most often reported via cases to the National Human Trafficking Hotline.</p> <p>1st 2nd 3rd</p>	
<p>Average number of illicit massage businesses listed in networks that allow women to be recruited in one state and moved to other states, often in other states. Also often present in these networks are non-massage businesses, such as laundromats or nail salons that can be used to launder money.</p>	
<p>Key indicators that a business is selling commercial sex and a possible human trafficking venue include:</p> <ul style="list-style-type: none"> Prices significantly below market level (e.g. \$40 for a 60-minute massage in a city where \$80 is the norm) Open privately or only male clientele Called from those residences on only one or two lines Use of discreet back or side doors 	
<p>To be considered human trafficking in any venue, a situation must include one of the following:</p> <ul style="list-style-type: none"> Force, violence or the threat of violence Sexual, medical, immigration, financial, or other exploitation Coercion, Employer manipulation, document confiscation, threat of law enforcement, deportation 	

[Fact Sheet on Illicit Massage Parlors](#)



[Palm Card with Indicators](#)

Polaris [Press Release](#) on Campaign against Illicit Massage Businesses

Click below to watch previous panel discussions hosted by Polaris:

- [Miami](#)
- [Atlanta](#)
- [Los Angeles](#)
- [San Francisco](#)
- [Raleigh](#)