This chapter presents a study of select propaganda projects of South Korean non-state actors directed at North Korean audiences with the objective of casting light on their assessment attempts given the limited access to North Korea. We initially argue for the necessity of our study by presenting the gap in the literature regarding propaganda and assessment in limited access cases. Subsequently, we introduce a case narrative of how non-state actors in South Korea assess the effectiveness of their propaganda projects targeting the North. We build this particular narrative on propaganda documents, interviews with select practitioners, and an impressionistic survey of North Korean defectors. Our findings suggest that South Korean practitioners use a three-level approach to assess the effectiveness of their propaganda projects: content, platform, indirect outcomes.