



Mission

At this historic juncture, the OCB mission is oriented to the overarching imperative supporting the right of the people of Cuba to seek, receive and impart information and ideas through any media and regardless of frontiers, in accordance with article 19 of the Universal Declaration of Human Rights (Public Law 98-111-Oct. 4,1983).

Overview

Cuba has one of the world's most restrictive media environments. The island nation consistently ranks in the bottom ten of Freedom House's Freedom of the Press Index, and the Committee to Protect Journalists calls it one of the worst countries to be a blogger. It is in this environment that the Office of Cuba Broadcasting operates the Martí.

The Martí are a multimedia hub of news, information and analysis that provides a one-of-a-kind service that brings unbiased, objective information to Cuba. Despite consistent jamming by the Cuban government, OCB reaches audiences on the island through a variety of high- and low-tech solutions. In addition to satellite television, and shortwave, satellite, and AM radio, OCB launched a mobile app for Android and iOS devices. The Martí also use SMS text messaging as a means to push unfiltered information out to audiences.

According to a recent survey conducted by Bendixen & Amadi International for Univision Noticias and Fusion, 20 percent of Cubans reported listening to Radio Martí in the last seven days. The survey was conducted in March 2014 among a nationally representative sample of 1,200 Cuban adults (18 or older) across the island.

QUICK FACTS

Headquarters
Miami, Florida

Budget
\$26.6 million (FY 2014)

Employees
132

Language
Spanish

Target Audience
Cuba

Media
Radio, TV, Internet & Mobile

Established
1983—Radio Martí
(first transmission 1985)
1990—OCB, TV Martí



Network of Journalists

With an OFAC license, the Martí have hired Cuban nationals and currently boast the largest network of independent journalists working inside Cuba. These journalists file their reports from all over the island by calling or sending SMS

messages into an alert system in the Martí Central Newsroom. In addition, the Martí employ a group of Cuban television journalists and producers to file timely and interesting reports for use across all the Martí platforms.

Anti-Censorship Tools

- The Cuban government attempts to jam the Martí's radio and TV signals, but the Martí have made significant progress in circumventing and defeating the jamming. OCB funds the Greenville, NC, shortwave and Marathon, FL, medium-wave (AM) transmitting stations. Anti-censorship activities include:
 - Using multiple web domains and proxies to reach thousands of Internet users in Cuba, and to enable the delivery of millions of emails containing news and information
 - Pushing out information via SMS for people without an Internet connection
 - Digital sharing of Martí programs via ftp to increase delivery and enable faster turnaround
 - Distributing TV Martí programming via DVDs and flash drives (approximately 16,000 per month)

Media & Programming

Martí programming decisions are informed by regularly scheduled focus groups with recently arrived Cuban immigrants, as well as our ongoing interaction with our audience.

Broadcasts cover a wide range of topics, including news, sports and entertainment, with a focus on topics that are generally censored or slanted by the government in Havana.

The Martí's also partner with Major League Baseball to broadcast regular games in addition to the All Star Game, the Playoffs and the World Series. An agreement with the NBA allowed for live coverage of the playoffs to be broadcast in Cuba for the first time in 2013, which continued in 2014.

TV and Radio Martí

Multiple-time Emmy nominated TV Martí provides outstanding original programming to Cuba including:

- *Antena Live*, a half-hour newscast providing a dynamic, quickpaced rundown of the day's most important events
- *Hacia La Democracia (Toward Democracy)* a how-to guide, produced in partnership with the Albert Einstein Institute, on transitioning from a dictatorship to democracy
- *La Nueva Cuba de... Guillermo Fariñas*: Guillermo Fariñas, "Sakharov Prize" winner is a renowned dissident, admired and respected for his nonviolent activism. Fariñas, a spokesman for the Patriotic Union of Cuba has had more than a dozen hunger strikes.
- *Lilo Vilaplana: Arte y Disidencia*: Sit-down with renowned director Lilo Vilaplana about his political views, his arts and sources of creative thought.

Online & Mobile

- Martinoticias.com offers in-depth analysis of top Cuban and international news and a section dedicated to highlighting Cuban bloggers. It also provides 24/7 streaming of TV and Radio Martí broadcasts.
- The Martí's are active on Facebook, YouTube and Twitter, and use these platforms to push out information as well as engage listeners.
- The Martí's cover Cuba with the largest network of independent journalists on the island. Launched in 2014, the Martí's *Reporta Cuba* is a social media platform that collects and amplifies content with news from the island from dozens of citizen reporters. Cubans learn to use available tools to communicate about their lives and experiences without censorship or ideological constraints.
- The Martí's communicate with hundreds of thousands of Cubans each month through targeted emails, SMS and Piramideo, an online network free of government control that connects people across the island.

The Office of Cuba Broadcasting (OCB) manages the Martí's and is overseen by the Broadcasting Board of Governors (BBG), an independent federal agency that supervises all U.S. government-supported international media.



“I've experienced very touching moments while visiting different provinces, and people know me not for my blog nor for my Twitter account but because of my presence and my voice on Radio Martí.”

—Yoani Sánchez, Cuban blogger and human rights activist



Broadcasting Board of Governors
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