



Mission

To promote freedom and democracy by providing the people of Cuba with objective news and information programming.

Overview

Cuba has one of the world's most restrictive media environments. The island nation consistently ranks in the bottom 10 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 the people of Cuba with interactive programs seven days a week through satellite television and shortwave and medium wave radio, as well as through flash drives, emails, DVDs and SMS text. Combined with the online platform martinoticias.com, they are a one-of-a-kind service that brings unbiased, objective information to all Cubans.



QUICK FACTS

Headquarters
Miami, Florida

Budget
\$27.9 million (FY 2012)

Employees
119

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 across all the Martí platforms.

Anti-Censorship Tools

The Cuban government attempts to jam the Martí's radio and TV signals, but OCB has made significant progress in circumventing and defeating the jamming. 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
- Developing a unique multimedia hub devoted to online security and censorship circumvention training

Media & Programming

Martí programming decisions are informed by regularly scheduled focus groups with recently arrived Cuban immigrants. 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 Play-Offs and the World Series. A partnership with the NBA allowed for live coverage of the playoffs, including the finals, to be broadcast in Cuba for the first time in 2013.

TV and Radio Martí

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

- Estado de SATS, the first program in the history of Radio and TV Martí to be produced entirely in Cuba.
- Antena Live, a half-hour newscast providing a dynamic, quick-paced 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
- Avanza Cuba (Cuba Forward), produced by Radio and TV Martí, an open forum offering Cubans around the world the opportunity to communicate, learn and share experiences in a united effort

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. In 2012 OhMyGov, Inc. dubbed the Martí audience as the most engaged on Twitter.
- A twice weekly email newsletter, El Pitirre, is sent to over 300,000 email addresses throughout Cuba.
- SMS text messaging and emails are also used to provide news and updates and circumvent government censors.



“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

