

FAST FACTS

HEADQUARTERS
Miami, FL

ANNUAL BUDGET
\$28.1 million

LANGUAGE
Spanish

AUDIENCE
1.0 million

The Office of Cuba Broadcasting (OCB) oversees Radio and Television Martí, a multimedia hub of news, information and analysis that provide the people of Cuba with interactive programs seven days a week through satellite television and shortwave and AM radio, as well as through flash drives, emails, DVDs, and SMS text. Combined with the online platform, martinoticias.com, the Martí's are a one-of-a-kind service that brings unbiased, objective information to all Cubans.



PROGRAMS

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 OCB operates the Martí's.

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's also use SMS text messaging as a means to push unfiltered information out to audiences.

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.

“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 Sanchez, Cuban blogger and human rights activist

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.



MISSION

The OCB’s mission is to promote freedom and democracy by providing the people of Cuba with objective news and information programming.

IMPACT

For the first time, OCB was able to report audience data in FY 2017 based on a content media preference survey that was conducted in Cuba. Radio Martí, TV Martí and Martí Digital reach 11.1 percent of all Cubans on a weekly basis with audio, video and digital content. This percentage reflects that more than one million Cubans on the island visit one or more of our radio, television, and digital platforms each week. On the survey or poll conducted, 97 percent of the people considered Radio Martí trustworthy and the most relevant source of news about Cuba. Also, 96 percent of those participants responded that Martí helped them to form opinions and that they would share that information with others.

Radio Martí reaches 8 percent of Cubans in the island on a daily basis and TV Martí another 6.8 percent of audience. The radio is still a dominant force in the Cuban society and for that reason Radio Martí is increasing its presence in Cuba with the addition of a new transmitter at its Greenville, North Carolina station. This addition will allow Radio Martí to double its frequencies, making it almost impossible for the Cuban government to interfere with Radio Martí’s signal.